

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																			
	#STNS	CVG%	TYPE					(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-			
												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING																													
A DIFFERENT WORLD(R)					A	19.2	35	1701	1644	307	263	108	719	303	492	408	294	199	402	207	310	250	154	77	206	112	317	207	
THU 8.30P 30 NBC 8					B	16.7	32	1481	1650	301	258	104	725	324	498	413	283	190	431	219	317	253	163	89	198	119	296	196	
207 97 CS 43					C	22.4	38	1983	1758	336	282	100	802	325	520	447	327	235	455	202	308	265	189	117	204	116	297	194	
ABC NFL PRE-SEASON FTBALL(S)					A	13.2	23	1170	1577	217	166	63	553	184	311	303	254	198	827	314	505	484	367	252	81	24^	116	61	
MON 8.00P 189 ABC																													
212 97 SE																													
CHICAGO VS DALLAS					A	9.9	19	877	1604	218	149	65^	648	175	311	321	310	278	785	266	422	400	342	293	55^	22^	116	45^	
8.00 - 8.30					A	12.3	22	1090	1578	195	142	55^	560	174	287	286	252	223	823	300	472	447	353	287	70	17^	124	59	
8.30 - 9.00					A	14.2	24	1258	1539	207	160	53	529	168	301	293	248	189	816	302	496	486	361	250	76	17^	118	63	
9.00 - 9.30					A	13.6	23	1205	1572	223	175	62	539	177	314	310	257	182	818	316	511	495	367	238	90	27^	124	72	
9.30 - 10.00					A	14.5	25	1285	1576	232	183	70	537	190	323	308	248	176	835	337	533	509	367	232	89	28^	115	61	
10.00 - 10.30					A	14.7	26	1302	1571	224	178	71	534	206	323	304	232	174	848	333	544	517	383	233	86	30^	104	59	
10.30 - 11.00					A	14.4	27	1276	1541	203	160	61	515	194	303	287	223	171	828	319	535	502	388	225	97	25^	103	63	
11.00 - 11.30																													
ABC SUNDAY NIGHT MOVIE(R)					A	6.9	11	611	1590	230	188	80^	597	209	376	354	304	183	761	269	507	495	404	200	110	27^	122	73^	
SUN 9.00P 120 ABC 8					B	10.3	18	917	1610	314	256	73	749	268	467	427	357	232	606	224	397	372	294	167	108	51	147	96	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	LOH 18-49 W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	12- 17	12- 17	2- 11	6- 11
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
BEAUTY & THE BEAST(R)-CONT'D 8.30 - 9.00					A	7.3	15	647	1547	278	207	88^	815	215	393	417	375	346	479	133	264	257	214	199	89^	48^	164	106
BILL COSBY SHOW(R) THU 8.00P 30 NBC 9 212 97 CS 49					A	19.2	37	1701	1637	302	256	94	753	273	469	393	318	255	417	200	296	235	158	102	189	106	278	183
					B	16.6	33	1469	1629	294	250	93	745	296	471	399	295	239	449	209	306	251	175	114	176	104	259	170
					C	24.1	41	2138	1759	325	266	89	820	297	489	430	340	283	479	188	298	265	206	148	177	99	283	183
BLACKE'S MAGIC(R) FRI 8.00P 60 NBC 4 177 88 SM 4					A	5.2	11	461	1521	238	173	59^	767	180	351	348	375	362	534	159	277	292	268	191	87^	54^	133^	79^
					B	6.6	14	583	1599	258	193	76	776	202	407	406	389	308	562	146	293	303	291	216	106	46^	156	102
					C	6.6	14	583	1599	258	193	76	776	202	407	406	389	308	562	146	293	303	291	216	106	46^	156	102
8.00 - 8.30					A	5.0	11	443	1501	235	173	61^	769	181	359	351	374	357	528	156	265	285	253	197	86^	56^	118^	74^
8.30 - 9.00					A	5.4	12	478	1539	240	173	58^	764	179	344	345	376	366	540	161	289	299	283	185	87^	52^	148	83^
CAGNEY & LACEY(R) THU 9.00P 114 CBS 6 198 93 OP 6					A	8.1	15	718	1421	243	180	61^	767	157	330	351	373	368	482	111	213	228	232	222	64^	25^	109	76^
					B	7.7	15	684	1454	271	196	66	791	204	380	382	372	342	478	138	238	240	213	198	76	35^	109	69
					C	7.7	15	684	1454	271	196	66	791	204	380	382	372	342	478	138	238	240	213	198	76	35^	109	69
9.00 - 9.30					A	6.8	12	602	1459	254	183	57^	784	138	314	345	385	391	502	102^	210	238	241	235	65^	24^	109	76^
9.30 - 10.00					A	7.4	13	656	1433	243	180	56^	773	138	314	345	394	385	479	109	201	219	224	228	58^	23^	122	86^
10.00 - 10.30					A	8.9	16	789	1411	238	176	64^	757	161	336	354	373	355	474	112	217	231	233	213	69^	25^	110	75^
10.30 - 11.00																												
CAVANAUGHS MON 8.30P 30 CBS 3 195 94 CS 3					A	9.6	18	851	1388	238	182	66^	756	186	353	358	343	345	474	120	220	225	232	213	63^	27^	95	66^
					A	8.0	14	709	1437	323	239	92	823	247	435	390	361	340	393	93	212	227	212	145	65^	48^	157	93
					B	7.2	13	635	1450	295	226	68	819	219	394	375	340	379	444	110	216	218	203	199	64	39^	122	74
					C	7.2	13	635	1450	295	226	68	819	219	394	375	340	379	444	110	216	218	203	199	64	39^	122	74
CBS FRIDAY MOVIE FRI 9.00P 120 CBS 9 193 87 FF 12					A	9.9	19	877	1559	265	188	51^	732	202	369	365	351	296	513	165	285	265	242	199	126	62^	188	134
					B	8.9	18	784	1540	280	195	68	773	207	381	383	381	327	525	157	274	277	259	206	87	42	156	98
					C	9.2	19	813	1568	276	199	68	771	215	391	388	376	316	522	163	280	277	253	199	101	50	174	113
THE LEGEND OF BILLIE JEAN 9.00 - 9.30					A	8.9	18	789	1562	242	165	47^	727	188	347	358	350	308	568	173	312	291	262	229	102	48^	165	118
9.30 - 10.00					A	9.8	19	868	1538	249	175	40^	721	179	340	343	355	314	519	162	282	257	247	206	128	64^	171	127
10.00 - 10.30					A	10.3	20	913	1596	272	195	56^	750	218	392	379	355	293	490	163	273	250	227	191	144	73	211	144
10.30 - 11.00					A	10.3	20	913	1583	299	219	61^	751	226	403	389	355	279	498	166	286	273	241	178	128	63^	207	149
CBS SPEC. MOVIE PRSNT(S,R) WED 8.00P 120 CBS 9 206 99 FF					A	10.6	19	939	1807	207	173	100	612	253	358	315	210	234	344	129	229	215	151	104	122	76	728	479
ALICE IN WONDERLAND, PT. 2																												
8.00 - 8.30					A	9.6	18	851	1770	218	186	107	660	254	375	334	235	266	354	117	217	206	160	127	108	73^	648	420
8.30 - 9.00					A	10.5	19	930	1798	207	170	96	611	246	345	301	212	245	335	126	220	202	143	107	101	70	752	494
9.00 - 9.30					A	11.4	20	1010	1834	203	172	102	584	252	355	306	196	211	348	145	245	225	148	91	136	79	766	505
9.30 - 10.00					A	10.7	18	948	1855	203	167	99	612	263	364	326	207	224	348	129	235	228	157	98	145	85	750	498
CBS SUMMER PLAYHOUSE CONT'D					A	5.5	10	487	1605	294	234	87^	780	255	428	417	357	296	492	191	325	304	232	145	88^	39^	244	126^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.22-28,1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	LOH 18-49 W/CH 49 <3		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
#STNS	CVG%	TYPE				%	%					TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
CBS SUMMER PLAYHOUSE-CONT'D																												
TUE	10.00P	60	CBS	9	B	6.0	11	530	1477	269	204	71	784	218	380	364	345	349	462	150	261	257	213	166	81	47^	151	86
	194	92	FV	10	C	6.1	12	544	1481	269	201	69	780	213	372	359	346	352	468	150	262	258	217	170	80	46^	153	86
MAD AVENUE																												
	10.00 - 10.30				A	5.8	11	514	1632	285	227	95^	793	252	431	420	375	305	460	177	299	285	218	140	97^	47^	282	147
	10.30 - 11.00				A	5.3	10	470	1544	298	238	77^	752	254	417	405	331	282	517	202	347	318	243	148	77^	30^	198	100^
CBS SUNDAY MOVIE(R)																												
SUN	9.09P	120	CBS	9	A	13.6	22	1205	1521	299	193	35^	861	163	347	350	417	440	576	98	231	258	299	295	27^	14^	57	26^
	208	99	FF	46	B	13.0	24	1153	1543	294	193	49	828	170	356	372	420	397	581	123	257	277	299	273	55	30	79	48
					C	16.1	26	1426	1629	328	231	58	857	210	421	424	432	365	610	151	303	312	318	255	76	37	86	52
BLOOD & ORCHIDS, PT. 1																												
	9.00 - 9.30				A	13.2	21	1170	1551	304	194	32^	889	170	359	360	428	453	572	120	241	250	269	284	28^	17^	63	26^
	9.30 - 10.00				A	13.1	21	1161	1537	314	206	30^	880	167	359	359	425	449	572	99	234	256	291	291	26^	12^	58	25^
	10.00 - 10.30				A	13.4	22	1187	1513	301	194	34^	863	160	344	350	417	444	574	88	227	260	306	297	23^	11^	54	23^
	10.30 - 11.00				A	14.1	24	1249	1508	287	184	39^	841	156	334	343	410	431	581	88	224	259	315	304	29^	15^	57	31^
	11.00 - 11.30				A	14.9	28	1320	1510	281	184	41^	823	164	336	336	402	416	597	106	248	272	316	301	32^	17^	58	27^
CBS TUESDAY MOVIE(R)																												
					A	9.7	17	859	1838	236	195	109	661	290	423	363	256	205	369	142	243	238	184	111	143	75	663	397

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																		
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				LOH 18-49 W/CH					W O M E N					M E N					T E E N S		CHILDREN													
									TOTAL	WORKING	WOMEN	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.	TOT.												
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11									
EVENING CONT'D																																											
DISNEY SUNDAY MOVIE(R)-CONT'D																																											
SUN	7.00P	60	ABC	9	B	5.8	13	511	1682	233	179	71	647	210	356	338	296	243	598	203	369	354	294	185	111	46^	326	200															
	213	99	FF	43	C	9.0	16	802	1949	268	223	98	701	273	468	422	322	194	588	237	423	396	291	126	189	93	471	299															
DOWN THE LONG HILLS, PT.2																																											
	7.00 - 7.30				A	7.4	15	656	1687	257	186	45^	683	150	320	323	352	287	644	154	345	365	358	230	108	52^	252	142															
	7.30 - 8.00				A	7.4	14	656	1799	266	206	50^	716	165	358	341	363	291	666	177	367	374	356	232	113	44^	304	174															
DOODLES(S)																																											
FRI	9.30P	30	ABC		A	8.0	16	709	1547	239	179	78^	794	227	397	375	340	342	387	129	221	220	178	141	98	71^	267	186															
	193	91	CS																																								
FACTS OF LIFE(R)																																											
SAT	8.00P	60	NBC	9	A	12.3	26	1090	1644	267	199	70	789	258	423	331	306	337	388	136	222	186	151	146	196	119	272	181															
	197	98	CS	45	B	10.0	23	890	1567	270	209	76	785	256	423	350	303	327	391	135	224	195	164	143	166	109	225	156															
	8.00 - 8.30				C	12.8	25	1131	1672	294	230	76	817	262	433	373	315	342	432	152	248	222	184	154	172	111	251	169															
	8.30 - 9.00				A	11.2	25	992	1628	262	193	74	795	259	416	326	296	348	391	134	219	180	149	154	190	107	252	166															
					A	13.4	28	1187	1658	271	204	66	783	257	429	336	315	327	385	138	224	190	153	139	201	128	289	194															
FAMILY TIES(R)																																											
SUN	8.00P	30	NBC	9	A	10.5	18	930	1735	326	301	78	737	355	559	430	277	155	484	241	405	339	216	59^	199	124	315	206															
					B	8.9	18	789	1643	315	275	86	705	325	505	397	274	164	490	247	372	308	200	88	183	113	265	180															
200 99 CS 49																																											
					C	15.0	25	1326	1833	358	310	97	775	355	545	454	308	187	559	273	416	354	233	105	208	119	292	196															
FIRST IMPRESSIONS																																											
SAT	8.00P	30	CBS	1	A	5.0	11	443	1660	265	177	72^	759	185	365	325	341	360	565	171	297	285	280	211	93^	44^	244	134^															
	182	91	CS	1	B	5.0	11	443	1660	265	177	72^	759	185	365	325	341	360	565	171	297	285	280	211	93^	44^	244	134^															
					C	5.0	11	443	1660	265	177	72^	759	185	365	325	341	360	565	171	297	285	280	211	93^	44^	244	134^															
40TH ANNUAL EMMY AWARDS(S)																																											
SUN	8.00P	202	FOX		A	10.4	18	921	1675	360	308	85	863	321	546	506	373	268	559	225	388	366	261	129	118	62^	135	94															
	157	91	AC																																								
	8.00 - 8.30				A	9.3	16	824	1683	344	297	81	826	311	511	465	339	269	572	228	398	360	273	136	146	81	140	90															
	8.30 - 9.00				A	10.9	18	966	1725	360	318	86	855	329	550	504	361	263	600	238	423	394	292	136	122	67	149	100															
	9.00 - 9.30				A	11.2	18	992	1693	373	315	95	875	332	563	521	373	264	553	223	394	364	256	123	102	54^	163	112															
	9.30 - 10.00				A	10.7	17	948	1682	384	325	83	891	328	570	536	396	268	549	222	387	365	258	123	108	57^	134	96															
	10.00 - 10.30				A	11.4	19	1010	1627	353	296	80	861	309	533	498	381	278	545	226	369	351	242	135	107	54^	114	85															
	10.30 - 11.00				A	10.6	18	939	1638	347	295	83	860	307	536	495	381	276	547	219	360	355	248	137	121	57^	112	78															
	11.00 - 11.30				A	8.4	17	744	1615	342	297	84^	838	323	541	502	367	243	520	210	372	358	252	99	127	70^	130	91															
48 HOURS																																											
THU	8.00P	60	CBS	7	A	7.7	14	682	1518	233	148	53^	739	149	298	325	317	369	628	143	282	326	299	273	52^	23^	100	62^															
	207	97	DN	20	B	7.9	16	699	1531	265	193	56	756	184	357	360	352	336	598	161	312	326	294	230	65	30^	112	65															
					C	8.7	16	771	1531	262	186	58	759	172	342	356	364	352	603	152	304	315	302	247	66	27^	102	57															
SHOWDOWN AT CHEYENNE																																											
	8.00 - 8.30				A	7.4	14	656	1518	225	143	57^	727	149	293	324	301	360	619	142	275	313	282	275	55^	22^	118	72^															
	8.30 - 9.00				A	8.0	15	709	1518	240	152	49^	750	148	302	325	332	377	636	144	289	337	315	270	48^	23^	84^	52^															
FRANK'S PLACE(R)																																											
CONT'D					A	4.3	9	381	1628	270	193	92^	786	218	404	379	347	358	554	166^	297	317	281	192	73^	29^	214	130^															

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	LOH 18-49 W/CH 49		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
#STNS	CVG%	TYPE				%	%																					
EVENING CONT'D																												
FRANK'S PLACE(R)-CONT'D																												
SAT	8.30P	30	CBS	7	B	5.0	11	442	1486	268	201	71^	750	215	377	356	320	332	551	161	289	296	263	218	68^	31^	117	73^
	183	91	CS	7	C	5.0	11	442	1486	268	201	71^	750	215	377	356	320	332	551	161	289	296	263	218	68^	31^	117	73^
FULL HOUSE(R)																												
FRI	8.30P	30	ABC	9	A	10.4	22	921	1582	246	199	70	707	250	402	338	266	268	398	165	269	249	175	98	133	104	344	236
	200	91	CS	26	B	9.6	21	853	1606	262	206	82	731	255	415	355	292	275	408	163	260	226	168	118	157	97	310	213
					C	10.4	21	919	1647	271	214	92	754	264	428	384	300	283	410	164	259	235	173	121	162	102	322	213
FULL HOUSE-TUE.(R)																												
TUE	8.30P	30	ABC	6	A	13.4	23	1187	1677	318	280	109	713	335	515	424	284	160	467	251	360	287	173	86	218	117	279	188
	212	98	CS	6	B	12.7	24	1127	1642	334	287	107	739	355	520	416	273	181	399	200	294	241	153	84	195	121	309	207
					C	12.7	24	1127	1642	334	287	107	739	355	520	416	273	181	399	200	294	241	153	84	195	121	309	207
FUNNY PEOPLE																												
WED	8.00P	60	NBC	4	A	7.7	14	682	1627	286	233	66^	806	244	469	451	396	272	577	209	351	334	288	169	115	44^	129	99
	198	94	CV	4	B	9.1	17	808	1620	269	229	88	726	260	453	406	316	234	552	227	379	359	258	129	149	66	193	137
	8.00 - 8.30				C	9.1	17	808	1620	269	229	88	726	260	453	406	316	234	552	227	379	359	258	129	149	66	193	137
	8.30 - 9.00				A	7.3	14	647	1592	276	226	65^	806	229	456	450	394	283	573	181	329	318	294	185	99	37^	114	92^
					A	8.1	15	718	1659	295	239	66^	805	258	481	452	398	261	582	234	370	349	282	155	130	50^	142	106
GEORGE STEVENS: FILMMAKER(S)																												
THU	8.00P	120	ABC		A	4.2	8	372	1403	285	185	48^	739	173	330	346	385	326	535	141^	289	311	283	197	34^	18^	96^	56^
						</																						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN	
DAY	TIME	DUR	NET		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.			
	#STNS	CVG%	TYPE					(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
HOTHOUSE-CONT'D																												
10.30 - 11.00																												
HUNTER(R)																												
SAT	10.00P	60	NBC	9	A	14.5	28	1285	1648	275	203	63	795	243	411	361	348	351	535	145	275	282	278	213	137	78	180	138
	193	98	OP	25	B	14.5	31	1284	1613	282	207	73	787	212	396	374	374	341	542	147	275	273	269	222	124	66	159	111
	10.00 - 10.30				C	14.5	29	1281	1643	290	216	70	798	220	417	391	383	329	541	152	282	275	274	217	138	78	166	115
	10.30 - 11.00				A	14.2	27	1258	1648	270	197	60	800	239	408	357	350	359	519	144	267	272	266	203	140	84	189	143
					A	14.8	29	1311	1648	281	209	67	791	246	413	364	345	343	551	146	282	292	290	222	134	72	172	133
IN THE HEAT OF THE NIGHT(R)																												
TUE	9.00P	60	NBC	3	A	14.1	24	1249	1533	273	189	41^	807	137	363	383	450	384	559	130	270	279	303	231	93	47^	74	48^
	200	97	OP	9	B	12.6	22	1119	1576	278	194	54	800	171	388	397	423	344	581	147	302	301	311	231	86	41	109	65
	9.00 - 9.30				C	15.0	25	1326	1616	272	190	56	817	168	380	398	439	364	619	140	300	304	339	269	84	37	97	59
	9.30 - 10.00				A	14.0	24	1240	1524	271	189	43^	810	138	362	379	445	390	551	126	265	273	297	230	90	44^	74	47^
					A	14.3	24	1267	1531	273	188	39^	798	135	361	384	451	376	563	133	273	283	308	230	97	50	73	48^
KATE & ALLIE(R)																												
MON	9.00P	30	CBS	1	A	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
	194	92	CS	1	B	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
					C	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
L.A. LAW(R)																												
					A	14.4	27	1276	1529	328	268	102	757	280	491	442	339	233	538	226	365	336	243	138	112	68	122	78
THU																												
	10.00P	60	NBC	6	B	15.1	29	1338	1518	330	266	85	752	288	479	426	336	230	531	229	361	315	227	142	113	60	121	77
	211	97	GD	39	C	17.3	30	1533	1552	334	270	99	778	294	503	466	359	226	578	230	386	357	267	156	102	56	95	53
	10.00 - 10.30				A	14.7	27	1302	1544	325	269	103	748	275	488	442	335	227	533	233	367	331	236	132	120	70	143	93
	10.30 - 11.00				A	14.0	27	1240	1524	333	269	102	771	288	498	445	347	241	547	220	365	342	251	147	105	67	101	63
MACGYVER(R)																												
SUN	8.00P	60	ABC	9	A	7.3	12	647	1835	258	207	69^	643	213	394	359	303	193	689	264	473	445	346	165	183	64^	320	202
	202	98	A	13	B	6.8	13	601	1755	253	211	61	658	231	412	366	299	209	649	227	427	403	332	178	145	61	303	201
	8.00 - 8.30				C	7.0	14	624	1755	259	215	66	670	233	420	371	310	212	657	236	438	410	335	172	143	59	285	186
	8.30 - 9.00				A	6.7	12	594	1838	254	200	65^	655	202	385	356	318	205	688	261	462	437	346	169	166	62^	330	206
					A	7.8	13	691	1855	265	215	73^	641	226	406	365	294	186	699	270	489	458	351	164	201	68^	315	201
MAGNUM, P.I.(R)																												
MON	10.00P	60	CBS	6	A	11.0	19	975	1456	350	271	68	801	276	459	402	359	304	439	161	274	251	192	143	96	33^	120	80
	193	94	PD	6	B	9.8	18	868	1533	305	229	74	777	254	436	412	354	290	535	192	329	302	238	174	93	42	129	88
	10.00 - 10.30				C	9.8	18	868	1533	305	229	74	777	254	436	412	354	290	535	192	329	302	238	174	93	42	129	88
	10.30 - 11.00				A	10.9	18	966	1470	350	273	70	803	284	469	408	366	291	435	162	271	249	191	140	95	35^	137	90
					A	11.0	20	975	1455	354	271	67	806	270	453	399	356	319	446	163	278	255	194	147	98	31^	105	70
MARRIED-WITH CHILDREN I(S,R)																												
SAT	9.00P	30	FOX		A	2.3	4	204	1589	174^	142^	159^	592	322	418	314	193^	135^	662	394	542	496	253^	54^	107^	4^	229^	138^
	81	61	CS																									
MARRIED-WITH CHILDREN II(S,R)																												
SAT	9.30P	30	FOX		A	2.9	6	257	1689	158^	134^	118^	559	283	366	310	164^	148^	669	398	556	482	239^	56^	144^	6^	317	218^
	81	61	CS																									
MATLOCK(R)																												
					A	13.9	25	1232	1492	251	177	46^	855	121	315	325	404	494	500	93	187	184	231	274	54	31^	83	54
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL	WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN				
									PERS	WOMEN	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE						(2+)	18+	49	<3		34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																												
MATLOCK(R)-CONT'D																												
TUE	8.00P	60	NBC	7	B	11.7	22	1033	1556	252	176	55	859	154	337	346	397	461	522	106	212	210	237	271	67	33	108	65
	206	99	GD	43	C	15.7	26	1393	1613	257	170	49	882	134	322	351	434	491	574	98	220	229	283	311	66	33	90	53
	8.00 - 8.30				A	13.1	24	1161	1502	249	176	47^	866	122	310	318	399	512	495	86	181	184	229	276	51^	29^	89	58
	8.30 - 9.00				A	14.6	25	1294	1493	255	179	45^	851	120	322	333	411	480	507	101	194	185	235	274	57	33^	78	51
MR. BELVEDERE(R)																												
FRI	9.00P	30	ABC	9	A	9.8	20	868	1580	256	214	92	766	243	420	364	313	310	383	163	247	238	170	103	126	93	305	206
	194	88	CS	24	B	9.9	21	875	1607	261	207	91	743	261	413	349	291	291	414	159	257	229	179	128	155	93	296	204
					C	10.4	20	917	1652	268	211	93	744	253	419	369	307	288	420	161	258	237	186	131	167	102	321	217
MOONLIGHTING(R)																												
TUE	9.00P	60	ABC	6	A	9.1	16	806	1551	337	279	98	719	359	510	419	277	159	490	260	375	280	179	101	171	72^	171	105
	210	98	PD	36	B	9.7	17	855	1575	325	277	113	715	368	524	418	261	148	442	251	347	265	151	77	178	108	240	150
	9.00 - 9.30				C	15.2	24	1346	1643	362	321	125	761	403	585	485	278	142	475	268	385	319	174	66	200	114	208	133
	9.30 - 10.00				A	8.9	15	789	1599	348	293	104	736	370	531	438	287	154	493	258	377	278	184	98	185	75^	185	116
					A	9.2	16	815	1521	329	269	94	711	352	496	404	270	166	491	264	377	285	176	105	159	70^	159	97
MURDER, SHE WROTE(R)																												
SUN	8.09P	60	CBS	9	A	17.4	29	1542	1605	292	175	35^	883	127	315	337	445	492	610	98	214	241	297	334	38^	20^	74	44
	204	99	SM	49	B	14.9	29	1316	1532	286	172	33	870	120	293	323	431	504	559	87	190	212	265	321	44	24	60	38
					C	18.3	30	1626	1590	306	191	38	889	130	322	356	447	495	585	93	216	240	296	320	49	25	66	41
8.00 - 8.30																												
8.30 - 9.00																												
9.00 - 9.30																												
MY TWO DADS(R)																												
SUN	8.30P	30	NBC	7	A	10.6	18	939	1781	303	281	83	716	345	554	451	280	140	480	225	399	347	226	62^	231	139	354	245
	195	97	CS	11	B	8.7	17	772	1666	316	275	83	710	310	507	414	294	166	462	229	351	296	191	86	199	115	294	209
					C	9.0	17	798	1659	312	270	86	717	320	503	406	285	177	470	239	355	292	182	91	202	119	270	195
NBC MONDAY NIGHT MOVIES(R)																												
MON	9.00P	120	NBC	7	A	11.2	19	992	1566	288	235	75	796	222	430	420	388	304	530	164	311	285	281	182	111	52^	128	77
	190	94	FF	41	B	14.6	26	1291	1576	314	252	84	812	280	488	435	385	265	490	179	311	285	238	146	131	75	143	88
					C	15.9	26	1412	1626	322	256	83	830	273	494	453	398	277	509	177	316	296	252	156	140	76	146	91
DRESS GRAY, PT. 2																												
	9.00 - 9.30				A	10.6	18	939	1606	295	249	89	781	242	453	427	372	277	494	165	294	260	252	170	142	68	188	105
	9.30 - 10.00				A	11.0	18	975	1571	288	241	81	798	227	433	413	380	311	534	167	313	281	275	186	114	51^	126	73
	10.00 - 10.30				A	11.6	20	1028	1552	284	229	71	798	217	422	417	389	309	536	163	315	293	288	182	105	49^	113	67
	10.30 - 11.00				A	11.8	21	1045	1511	279	218	61	793	200	406	415	402	311	542	157	316	299	299	185	87	41^	90	62
NBC MOVIE OF THE WEEK-WED(R)																												
WED	9.00P	120	NBC	1	A	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75
	200	98	FF	1	B	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75
					C	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75
CONVICTED: A MOTHER'S STORY																												
	9.00 - 9.30				A	9.3	16	824	1537	334	248	72^	893	254	475	429	438	342	435	164	240	231	190	158	95	54^	114	82
	9.30 - 10.00				A	11.3	19	1001	1515	335	248	66	871	268	477	416	415	326	423	158	226	217	191	161	108	61^	112	69
	10.00 - 10.30				A	12.9	23	1143	1537	324	246	78	843	262	481	430	415	297	422	162	237	220	195	153	148	87	125	75
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C OF					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN			
								PERS	WOMEN	18-49	18-49		18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
								(2+)	18+	49	<3		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
NBC MOVIE OF THE WEEK-WE-CONT'D 10.30 - 11.00					A	13.3	24	1178	1538	333	260	72	857	263	490	444	419	305	438	163	241	221	198	169	130	75	113	78
NBC SUNDAY NIGHT MOVIE(R) SUN 9.00P 120 NBC 9					A	16.5	27	1462	1785	276	229	79	667	274	466	394	300	168	665	292	497	436	315	133	206	100	247	179
195 99 FF 44					B	13.0	24	1150	1698	294	235	76	715	256	456	414	342	212	661	253	456	420	328	163	146	67	176	125
POLICE ACADEMY 2: 1ST ASSIGNMT 9.00 - 9.30					C	15.7	26	1395	1718	325	262	84	778	287	494	444	359	233	633	255	431	391	296	160	158	81	149	99
9.30 - 10.00					A	15.6	25	1382	1784	286	235	82	671	277	474	400	304	166	613	262	456	409	296	126	218	108	281	199
10.00 - 10.30					A	17.2	28	1524	1822	288	234	75	673	273	465	395	304	173	673	299	502	443	317	135	205	99	271	202
10.30 - 11.00					A	17.4	28	1542	1790	274	228	80	666	274	461	388	295	170	688	299	512	449	327	139	203	99	234	172
					A	15.9	27	1409	1729	254	216	80	653	269	461	390	296	162	676	303	511	436	314	131	198	95	202	143
NEW HART(R) MON 8.00P 30 CBS 3					A	8.5	16	753	1452	326	249	81^	827	266	427	362	327	353	432	102	227	253	231	157	64^	33^	130	74^
201 95 CS 3					B	8.1	15	718	1447	307	240	75	808	252	413	369	322	356	471	129	248	241	217	192	62	31^	107	64
					C	8.1	15	718	1447	307	240	75	808	252	413	369	322	356	471	129	248	241	217	192	62	31^	107	64
NFL PRE-SEASON FTBL-NBC-FR(S) FRI 9.00P 192 NBC					A	7.1	15	629	1439	186	131	35^	498	137	247	249	243	213	783	264	462	435	357	269	75^	18^	83^	55^
204 96 SE																												
NEW YORK GIANTS VS CLEVELAND 9.00 - 9.30					A	5.8	12	514	1471	197	139	28^	563	129	256	280	268	257	725	203	384	410	367	264	80^	28^	102^	65^
9.30 - 10.00					A	6.9	14	611	1465	176	119	28^	523	122	240	249	258	242	796	229	433	436	390	293	62^	8^	84^	50^
10.00 - 10.30					A	7.6	15	673	1471	181	122	35^	482	120	229	239	243	215	832	270	470	453	387	288	72^	19^	85^	60^
10.30 - 11.00					A	7.6	15	673	1479	191	132	30^	483	125	235	239	238	213	835	281	497	456	374	290	77^	22^	84^	53^
11.00 - 11.30					A	7.8	17	691	1439	193	150	41^	471	165	259	243	217	183	787	295	506	451	343	252	92	20^	88^	64^
11.30 - 12.00					A	7.0	17	620	1390	179	127	44^	487	155	260	254	238	187	756	288	481	430	319	241	74^	14^	72^	49^
12.00 - 12.30					A	6.4	17	567	1326	189	132	38^	520	160	275	263	269	198	699	279	433	370	281	233	61^	21^	46^	30^
NIGHT COURT(R) THU 9.30P 30 NBC 6					A	18.2	32	1613	1606	305	262	103	706	309	497	428	284	182	534	268	390	336	207	112	165	85	201	131
206 97 CS 14					B	17.3	31	1528	1603	319	272	109	717	323	504	428	289	177	527	252	391	336	216	107	167	88	192	127
					C	18.2	32	1614	1592	321	273	109	729	322	506	440	297	184	523	244	379	332	218	114	160	86	179	116
PERFECT STRANGERS(R) FRI 8.00P 30 ABC 9					A	9.3	21	824	1551	226	186	71^	694	229	386	331	280	271	412	169	258	240	173	125	138	93	308	214
206 93 CS 26					B	8.9	20	791	1571	264	202	74	752	237	401	350	315	306	436	162	257	234	187	142	139	81	244	168
					C	9.9	21	876	1608	270	208	85	771	249	411	377	316	311	440	164	261	242	197	143	135	81	262	170
PRESIDENTIAL PORTRAIT MON 9.57P 1 CBS 21					A	9.2	16	818	1567	299	240	85	769	263	433	402	340	283	423	141	248	236	197	146	102	52	274	161
201 96 DO 115					B	9.6	17	846	1554	289	218	76	792	239	416	396	360	318	488	161	272	266	222	176	99	54	176	112
TUE 9.55P 1					C	12.2	20	1083	1573	308	232	73	818	237	430	414	382	329	538	174	303	291	258	196	94	46	123	76
THU 9.50P 1																												
RAGS TO RICHES(R) SUN 7.00P 60 NBC 8					A	7.1	14	629	1685	245	198	77^	662	240	437	356	288	201	444	199	335	294	205	88^	219	148	360	275
CONT'D					B	5.9	13	525	1649	260	206	71	686	233	428	365	308	223	447	179	306	276	215	109	209	140	308	230

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									TOTAL	WORKING	LOH	18-49	18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
RAGS TO RICHES(R)-CONT'D																												
	200	98	CS	8	C	5.9	13	525	1649	260	206	71	686	233	428	365	308	223	447	179	306	276	215	109	209	140	308	230
	7.00 - 7.30				A	6.7	14	594	1693	241	195	74	673	229	431	360	300	216	469	202	339	301	220	105	217	143	334	251
	7.30 - 8.00				A	7.5	14	665	1677	249	201	80	651	249	442	353	278	186	421	197	331	288	192	73	221	152	384	297
REPORTERS(B)					A	2.6	5	230	1446	223	177	99	637	204	334	305	289	257	623	314	435	402	246	113	44	8	142	77
SAT	8.00P	60	FOX																									
	87	63	DN																									
	8.00 - 8.30				A	2.5	5	222	1476	226	175	108	642	194	315	285	289	285	659	323	462	405	263	130	47	8	127	47
	8.30 - 9.00				A	2.6	5	230	1474	228	186	95	657	222	366	336	300	240	612	317	425	415	240	102	42	8	163	109
60 MINUTES					A	17.7	34	1568	1493	236	162	34	737	146	299	296	338	386	661	137	290	305	322	311	36	16	58	39
SUN	7.09P	60	CBS	9	B	15.3	33	1359	1492	248	165	38	764	135	277	297	339	429	650	132	273	295	307	321	29	13	49	28
	209	99	DN	50	C	18.8	34	1668	1545	274	185	40	771	145	295	313	350	415	687	157	312	327	328	321	37	15	50	27
	7.00 - 7.30				A	15.5	31	1373	1470	220	146	28	714	131	276	275	326	388	672	137	291	310	325	317	33	13	51	33
	7.30 - 8.00				A	18.4	35	1630	1493	235	165	36	734	153	305	300	331	376	666	144	302	312	324	307	37	16	55	37
	8.00 - 8.30				A	20.4	37	1807	1538	271	182	39	791	151	321	321	380	412	630	114	252	277	313	317	40	21	76	56
SPENSER: FOR HIRE(R)					A	6.4	12	567	1543	319	239	92	787	204	403	415	388	309	562	185	328	300	267	190	77	50	117	77
SAT 10.00P 60 ABC 2					B	6.6	13	585	1551	288	227	78	773	225	413	407	354	300	565	185	332	298	269	200	89	52	124	82
	167	90	PD	2	C	6.6	13	585	1551	288	227	78	773	225	413	407	354	300	565	185	332	298	269	200	89	52	124	82
	10.00 - 10.30				A	5.9	11	523	1539	334	255	85	780	202	399	417	386	308	561	182	321	303	263	195	77	48	122	80
	10.30 - 11.00				A	6.8	13	602	1569	311	228	100	804	208	413	419	396	314	572	189	339	302	275	190	79	53	114	75
SPORTSBREAK-SAT					A	5.6	11	496	1541	259	222	91	669	233	426	378	307	217	567	234	411	383	268	140	95	32	211	150
SAT	9.58P	1	CBS	9	B	6.0	13	533	1573	262	202	89	690	226	385	355	308	270	636	237	406	403	293	191	87	30	160	99
	177	90	SN	49	C	7.9	15	698	1678	291	223	78	761	226	412	399	356	293	663	219	396	398	323	213	107	43	147	92
SPORTSBREAK-SUN					A	13.0	21	1152	1519	307	199	37	870	165	351	359	416	441	575	91	222	263	306	299	23	11	50	16
SUN	10.16P	1	CBS	9	B	12.8	23	1137	1538	295	191	52	828	167	353	374	419	396	583	121	253	280	301	276	52	26	76	44
	207	99	SN	49	C	15.9	26	1406	1633	330	234	59	862	213	427	428	434	364	608	150	301	310	317	254	77	37	87	54
SUMMER SHOWCASE					A	9.6	18	851	1555	275	184	55	780	150	354	359	423	359	634	184	336	322	335	246	65	27	76	43
TUE	10.00P	60	NBC	5	B	9.1	17	810	1505	279	198	64	740	184	381	381	380	297	588	176	339	327	307	208	87	40	90	52
	198	97	DN	5	C	9.1	17	810	1505	279	198	64	740	184	381	381	380	297	588	176	339	327	307	208	87	40	90	52
	10.00 - 10.30				A	10.4	19	921	1556	293	200	51	792	150	359	366	433	369	610	175	329	316	332	229	76	39	78	44
	10.30 - 11.00				A	8.9	17	789	1537	250	162	58	757	148	345	347	406	343	655	193	341	327	335	263	53	14	73	41
SUPERCARRIER(R)					A	5.1	11	452	1685	231	180	47	705	192	348	340	336	293	644	180	333	356	330	232	120	29	215	131
SAT	8.00P	60	ABC	8	B	5.3	12	474	1595	250	200	53	675	180	360	359	330	255	658	212	383	383	330	212	92	28	170	112
	155	87	A	8	C	5.3	12	474	1595	250	200	53	675	180	360	359	330	255	658	212	383	383	330	212	92	28	170	112
	8.00 - 8.30				A	4.8	11	425	1693	234	182	52	712	194	343	340	335	298	665	180	334	363	334	247	105	30	211	124
	8.30 - 9.00				A	5.5	11	487	1647	225	175	42	687	188	346	335	330	284	614	176	326	344	320	215	131	28	215	135
THIRTYSOMETHING(R) CONT'D					A	10.4	20	921	1477	309	258	112	730	364	526	461	285	161	461	213	332	281	204	109	138	79	147	86

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
							PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.					
(2+)	18+	49	<3		18-	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																													
THIRTYSOMETHING(R)-CONT'D																													
TUE 10.00P 60 ABC 6						B	9.5	17	839	1476	333	287	113	766	396	558	467	281	165	433	216	321	274	170	88	127	79	150	92
207 99 GD 36						C	12.2	22	1081	1525	356	317	141	804	440	627	529	288	141	469	253	374	332	185	68	124	76	127	73
10.00 - 10.30						A	10.1	19	895	1473	308	257	109	722	369	519	449	272	157	448	208	322	260	193	109	139	77	164	97
10.30 - 11.00						A	10.6	21	939	1494	313	261	116	744	363	537	476	300	165	479	220	344	304	216	110	139	80	133	77
TOUR OF DUTY(R)						A	6.3	12	558	1635	242	216	104^	616	227	416	384	274	162	651	252	477	436	322	149	138	40^	230	170
SAT 9.00P 60 CBS 7						B	6.5	14	578	1651	237	198	100	636	247	412	371	281	181	693	290	475	451	308	179	124	41^	198	123
178 91 GD 21						C	7.7	15	680	1744	252	209	88	653	242	418	380	299	191	728	294	513	488	339	171	153	51	211	142
9.00 - 9.30						A	5.7	11	505	1663	237	211	108^	624	228	419	390	280	166	674	260	489	443	328	164	131	30v	235	178
9.30 - 10.00						A	6.8	13	602	1635	250	223	102^	618	230	420	384	273	160	641	248	474	437	322	139	147	50^	229	166
20/20						A	10.5	20	930	1513	236	162	65^	841	180	369	379	405	406	512	106	244	270	276	222	59^	34^	101	71
FRI 10.00P 60 ABC 9						B	11.9	24	1052	1534	272	200	76	805	209	396	400	387	347	525	144	284	289	267	199	80	47	125	86
210 96 DN 47						C	12.3	23	1087	1577	291	213	81	804	221	420	424	396	320	579	167	328	340	294	198	82	43	112	73
10.00 - 10.30						A	10.7	20	948	1538	230	153	64^	833	183	355	368	386	407	519	112	253	277	275	222	60^	34^	126	89
10.30 - 11.00						A	10.2	20	904	1502	244	173	67^	858	179	386	394	429	408	509	100	236	265	280	224	58^	33^	77	53^
21 JUMP STREET(R)						A	5.9	11	523	1568	308	277	73^	673	313	488	382	279	156	520	274	402	293	199	85^	203	106^	172	105^
SUN 7.00P 60 FOX 9																													
131 88 OP 50						B	5.2	11	464	1591	325	285	80	686	330	524	390	298	128	542	302	431	305	208	84	188	103	176	110
7.00 - 7.30						C	5.4	10	480	1710	344	299	85	697	341	532	416	300	125	536	305	434	320	204	75	246	137	230	145
7.30 - 8.00						A	5.5	11	487	1525	296	270	74^	667	328	487	370	255	158	488	261	383	267	179	79^	189	102^	181	110^
						A	6.3	12	558	1605	318	284	72^	677	300	489	392	300	155	548	284	419	316	216	89^	214	110^	165	101^
EST 57TH						A	5.6	11	496	1585	251	213	89^	722	219	447	423	353	229	619	225	425	411	317	156	75^	28v	168	111^
SAT 10.00P 60 CBS 4						B	6.5	14	574	1572	266	202	80	744	227	409	403	350	281	652	210	403	412	331	201	67	24^	109	65
177 90 DN 40						C	7.6	15	674	1581	290	224	72	759	221	410	412	366	286	645	205	392	400	322	201	77	31^	100	59
10.00 - 10.30						A	6.0	11	532	1605	250	216	94^	720	225	459	433	350	217	618	231	443	428	325	141	85^	29v	182	115^
10.30 - 11.00						A	5.3	10	470	1532	247	205	82^	712	209	425	403	350	240	609	213	396	384	302	171	63^	27v	149	104^
HO'S THE BOSS?(R)						A	13.9	25	1232	1657	320	280	93	718	303	489	402	284	192	491	240	360	287	187	108	205	120	244	156
TUE 8.00P 30 ABC 8						B	13.0	25	1155	1633	317	270	100	739	328	497	398	280	204	452	217	316	258	176	107	175	112	267	171
214 99 CS 44						C	18.6	31	1651	1716	333	282	98	755	332	506	425	292	208	459	214	324	279	193	104	208	118	293	196
ISEGUY(R)						A	7.6	14	673	1593	284	223	92^	678	283	411	374	281	227	588	232	364	353	269	181	79^	27^	248	148
WED 10.00P 60 CBS 7						B	10.6	20	942	1587	280	216	75	770	240	436	416	364	276	584	214	354	337	272	182	104	44	129	84
203 98 OP 9						C	11.1	21	982	1595	276	213	75	774	241	439	412	364	279	598	214	357	343	283	192	97	41	126	82
10.00 - 10.30						A	7.4	13	656	1638	277	216	99	682	302	422	370	267	227	550	221	347	335	246	165	92^	36^	315	184
10.30 - 11.00						A	7.7	14	682	1570	295	232	86^	683	269	406	383	299	229	632	247	386	375	294	199	67^	19v	188	116

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
										WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	18-		TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	12-	12-	12-	TOT.	TOT.	MALE	FEM.							
									18+	49																		34	49	54	64	55+	34	49
#STNS	CVG%	TYPE																																
EARLY EVENING NEWS																																		
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 45 211 98 N 238						A	9.3	20	820	200	140	757	151	289	302	331	402	567	116	249	264	288	268	27^	20^	24^	30^	28^	25^					
						B	8.7	19	774	225	160	769	146	290	312	348	412	559	126	241	254	263	269	25^	21^	21^	27^	18^	19^					
						C	10.2	20	900	227	161	773	147	303	320	366	411	561	125	248	266	269	263	25^	26^	23^	34	20^	20^					
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 9 184 94 N 37						A	4.7	12	416	203	134^	713	108^	262	276	299	396	598	103^	244	266	289	297	82^	24^	44^	20^	36^	35^					
						B	5.0	13	442	194	124	704	99	230	249	305	418	620	133	248	269	298	315	32^	22^	26^	20^	24^	24^	29^				
						C	6.4	14	564	207	133	729	112	244	264	326	429	624	139	262	287	303	295	30^	25^	26^	32^	25^	23^					
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 9 168 89 N 44						A	6.1	14	540	215	153	716	97^	224	249	327	433	650	118	299	326	363	293	16^	28^	19^	18^	24^	25^					
						B	5.3	13	467	197	136	706	120	246	268	318	398	662	145	293	314	323	302	24^	27^	26^	26^	27^	29^					
						C	6.1	13	538	222	157	740	141	279	290	336	405	638	150	293	307	313	286	35^	30^	33^	33^	29^	30^					
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 45 210 99 N 244						A	9.0	19	799	211	135	756	131	275	286	319	431	562	85	205	219	254	318	18^	17^	17^	41^	14^	18^					
						B	9.0	20	797	219	145	755	139	283	288	324	424	569	106	229	235	268	301	21^	21^	21^	37	18^	22^					
						C	10.6	21	939	220	138	759	127	268	287	330	436	585	101	223	231	277	323	25^	20^	22^	33	20^	21^					
CBS SAT. NEWS-SCHIEFFER SAT 6.30P 30 CBS 9 157 86 N 43						A	5.7	14	505	190	119^	720	78^	194	228	312	478	638	107^	195	197	279	394	19^	19^	10^	23^	15^	10^					
						B	5.0	13	446	177	112	715	96	209	223	288	466	659	109	219	240	290	392	19^	15^	18^	28^	19^	13^					
						C	6.1	14	538	190	116	719	105	213	234	286	455	642	127	243	249	282	357	24^	18^	22^	30^	21^	15^					
NBC NIGHTLY NEWS						A	8.6	18	758	204	128	774	135	265	291	337	448	570	132	240	250	253	283	28^	19^	23^	28^	18^	17^					
MON-FRI 6.30P 30 NBC 45 201 98 N 239						B	8.5	19	752	196	132	756	133	266	290	330	428	564	130	244	250	256	276	30^	29^	28^	28^	17^	20^					
						C	9.6	19	851	205	138	781	129	270	298	339	445	579	131	246	254	259	288	28^	32	27^	30	18^	21^					
NBC NIGHTLY NEWS-SAT. SAT 6.30P 30 NBC 8 180 94 N 40						A	6.5	16	576	151	88^	671	103^	227	249	262	396	637	161	285	278	280	309	16^	22^	21^	17^	40^	3^					
						B	6.0	16	532	167	113	698	107	213	230	255	436	661	150	282	281	286	338	25^	15^	22^	25^	26^	16^					
						C	7.3	16	645	174	112	750	108	217	241	283	477	627	131	247	250	263	340	26^	21^	26^	30^	21^	20^					
NBC NIGHTLY NEWS-SUN SUN 6.30P 30 NBC 9 180 90 N 34						A	8.6	19	762	187	139	723	155	305	273	292	386	721	173	355	346	316	311	50^	18^	46^	51^	18^	40^					
						B	6.1	15	544	185	128	712	124	255	257	289	411	680	160	312	320	304	312	39^	21^	35^	33^	19^	24^					
						C	6.4	14	568	204	134	756	117	249	269	314	448	663	145	283	296	296	325	32^	25^	29^	29^	25^	23^					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING 18+ 18+	WOMEN 25- 49	WOMEN 15- 24	WOMEN 18- 34	WOMEN 18- 49	WOMEN 21- 49	WOMEN 21- 54	WOMEN 25- 54	MEN 15- 24	MEN 18- 34	MEN 18- 49	MEN 21- 49	MEN 21- 54	MEN 25- 54	TEENS MALE 12- 17	TEENS FEM. 12- 17			
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	4.9	15	430	1377	240	171	177	65^	728	195	340	323	366	330	59^	555	143	293	283	333	310	33^	16v
TUE 11.30P 38 ABC 31					B	4.8	14	425	1374	239	168	174	73	698	181	323	306	363	321	65	561	167	304	282	332	307	30^	23^
208 98 N 186					C	5.3	16	473	1390	251	180	187	68	713	183	352	334	392	353	64	573	180	322	298	354	328	25^	22^
WED-FRI 11.30P 30					A	4.9	15	430	1384	241	172	178	67^	734	198	343	325	369	333	61^	554	144	292	283	332	308	34^	17v
11.30 - 12.00					A	4.6	17	408	1366	238	167	172	47^	694	163	322	312	344	313	29v	618	136^	327	313	370	361	6v	6v
12.00 - 12.30																												
ABC NEWS:NIGHTLINE-MON.					A	3.8	15	337	1313	199	141^	112^	85^	626	153^	285	277	336	266	64^	615	194	387	356	402	372	13v	7v
MON 11.52P 30 ABC 5					B	4.4	15	386	1400	224	164	158	74^	660	170	314	300	350	307	99	607	202	364	322	368	340	43^	27^
209 98 N 9					C	3.9	14	348	1394	214	157	154	73^	640	163	310	290	336	296	93	622	210	372	336	386	352	37^	24^
11.30 - 12.00					A	4.8	17	425	1339	197	147^	125^	65^	619	152	281	273	331	280	79^	634	204	401	360	404	373	22v	6v
12.00 - 12.30					A	3.4	14	301	1314	202^	139^	107^	96^	637	155^	290	282	342	262	57^	611	191^	384	358	405	375	9v	8v
ABC WEEKEND REPORT-SAT.					A	2.2	6	195	1387	305^	221^	230^	120^	702	285^	426	426	499	415	50v	546	196^	339	316^	361	334	<<	53v
SAT 11.30P 15 ABC 9					B	1.7	6	153	1362	285	195	206	81^	663	221	357	341	409	355	75^	557	210	355	335	384	338	23v	33v
137 75 N 48					C	2.0	6	174	1412	301	220	225	80^	707	202	385	363	428	385	76^	549	197	336	313	376	337	22v	42^
ABC WEEKEND REPORT-SUN.					A	1.9	9	168	1320	219^	194^	176^	76v	667	187^	399	380	431	389	165^	475	255^	356^	331^	364^	254^	31v	30v
SUN 11.30P 15 ABC 9					B	2.0	9	174	1393	248	191	193	97^	671	245	414	394	456	403	78^	570	233	405	379	413	369	16v	37v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING WOMEN				W O M E N					M E N						T E E N S						
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	18- 18+	25- 49	54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17 MALE	12- 17 FEM.		
LATE FRINGE CONT'D						A	0.8	8	71	1148	310^	223^	211^	86v	640	211^	374^	358^	422^	373^	98v	435^	167^	265^	237^	263^	217^	25v	28v	
CBS NEWS NIGHTWATCH-1					B	0.8	8	72	1165	246^	174^	184^	62v	623	197^	345^	330^	379	344^	79v	442	173^	294^	272^	292^	256^	31v	22v		
M-THSU 2.00A 30 CBS 38					C	0.9	9	77	1225	274^	198^	211^	62v	677	215^	377	355	406	377	68v	456	171^	300^	279^	331	296^	21v	19v		
44 51 N 218					A	0.8	9	67	1192	325^	229^	243^	74v	684	238^	399^	398^	470^	426^	90v	421^	173^	257^	214^	239^	218^	33v	44v		
CBS NEWS NIGHTWATCH-2					B	0.8	10	74	1242	272^	173^	199^	76v	643	210^	357	329^	383	356	103v	478	194^	320^	296^	335^	277^	38v	36v		
M-THSU 2.30A 30 CBS 42					C	0.9	11	78	1206	294^	195^	210^	63v	666	212^	369	345	397	370	71v	446	169^	287^	270^	325^	286^	23v	22v		
61 62 N 235					A	0.6	11	55	1095	320^	214^	218^	74v	666	227^	399^	390^	436^	404^	34v	343^	117v	217^	211^	247^	244^	31v	45v		
CBS NEWS NIGHTWATCH-3					B	0.7	12	61	1131	269^	164^	184^	61v	618	182^	333^	315^	355^	331^	70v	402^	167^	250^	231^	272^	238^	30v	50v		
M-THSU 3.00A 180 CBS 45					C	0.8	14	72	1119	285^	172^	192^	56v	670	178^	320^	301^	365	337^	54v	367	142^	224^	214^	256^	220^	16v	19v		
77 74 N 243					A	0.7	10	64	1092	302^	224^	235^	67v	658	214^	388^	383^	430^	398^	50v	333^	101v	177^	166^	202^	198^	44v	46v		
3.00 - 3.30					A	0.7	11	60	1132	309^	224^	241^	69v	682	235^	418^	418^	466^	434^	42v	334^	118v	190^	190^	235^	235^	51v	56v		
3.30 - 4.00					A	0.6	12	55	1141	338^	230^	226^	90v	704	256^	415^	404^	452^	410^	25v	344^	137v	232^	226^	263^	263^	29v	54v		
4.00 - 4.30					A	0.6	12	53	1106	331^	202^	208^	82v	668	236^	398^	386^	436^	403^	37v	354^	144v	239^	222^	260^	258^	29v	46v		
4.30 - 5.00					A	0.6	12	53	1088	327^	202^	207^	63v	671	231^	407^	396^	444^	420^	35v	355^	112v	235^	235^	266^	252^	20v	32v		
5.00 - 5.30					A	0.5	9	41	1075	344^	208v	198v	78v	653^	196v	390^	374^	407^	380^	<<	374^	92v	267^	267^	297^	294^	<<	36v		
5.30 - 6.00					A	0.5	9	41	1075	344^	208v	198v	78v	653^	196v	390^	374^	407^	380^	<<	374^	92v	267^	267^	297^	294^	<<	36v		
CBS SUNDAY NEWS					A	3.0	6	266	1333	324	197^	208^	111^	742	146^	338	284	350	303	53v	494	121^	268	255	299	271	35v	10v		
													</																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

36 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S					
						PERS	18- 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE CONT'D																												
G MICHAELS SPORTS MACHINE-CONT'D																												
SUN	11.30P	15	NBC	9	B	2.1	6	182	1398	215	173	168	75^	533	177	340	323	349	306	176	680	319	520	472	498	409	81^	23^
	82	54	SC	50	C	1.9	6	173	1468	259	215	211	90^	593	203	389	370	407	359	194	725	343	531	467	513	416	58^	36^
LATER WITH BOB COSTAS																												
MON-THU	1.30A	30	NBC	4	A	1.9	14	164	1218	193	170^	167^	59^	537	225	354	342	362	331	111^	544	269	420	395	435	375	38^	44^
	141	83	GV	4	B	1.9	14	164	1218	193	170^	167^	59^	537	225	354	342	362	331	111^	544	269	420	395	435	375	38^	44^
					C	1.9	14	164	1218	193	170^	167^	59^	537	225	354	342	362	331	111^	544	269	420	395	435	375	38^	44^
LATE SHOW-FOX																												
MON-FRI	11.30P	60	FOX	45	A	1.3	5	117	1290	269^	237^	198^	116^	573	289	422	388	415	352	155^	462	218^	384	349	364	320	151^	25^
	108	78	GV	239	B	1.4	5	123	1337	247	217	185^	146^	551	280	405	371	394	324	155^	477	266	392	356	380	326	118^	82^
	11.30 - 12.00				C	1.4	4	127	1416	280	247	216	147^	620	321	467	421	453	386	175^	566	341	467	399	427	358	75^	62^
	12.00 - 12.30				A	1.5	5	129	1317	269	235^	199^	122^	578	280	420	391	418	354	146^	477	213^	392	363	380	336	148^	35^
					A	1.2	5	105	1257	269^	239^	197^	108^	567	300^	423	386	411	350	166^	444	226^	375	332	345	301^	155^	14^
SATURDAY NIGHT																												
SAT	11.30P	80	NBC	7	A	7.1	21	629	1466	261	212	182	161	649	271	445	388	411	355	146	551	246	398	345	382	345	89^	76^
	198	99	GV	38	B	6.8	22	602	1492	275	221	195	148	649	272	434	386	424	360	152	562	267	420	383	413	348	95	73
	11.30 - 12.00				C	7.7	23	681	1539	296	248	222	149	661	300	469	425	460	399	151	590	299	463	420	454	396	98	84
	12.00 - 12.30				A	8.5	22	753	1461	274	226	201	143	678	275	465	405	431	386	125	528	210	366	323	357	329	90	69^
					A	7.0	22	620	1461	260	211	174	172	628	274	439	384	404	340	149	558	255	413	363	402	359	91^	81^
12.30 - 1.00																												
TONIGHT SHOW																												
MON-THU	11.30P	60	NBC	41	A	5.7	19	505	1356	241	179	187	80	667	187	370	357	403	361	106	525	205	328	315	347	290	58^	44^
	202	99	GV	232	B	5.6	19	494	1391	248	187	184	95	664	198	377	348	392	352	125	524	219	342	313	345	290	79	50^
	11.30 - 12.00				C	6.0	20	531	1400	270	209	204	91	720	221	409	378	426	384	103	539	215	349	322	358	306	47^	36^
	12.00 - 12.30				A	6.4	19	563	1357	239	175	184	78	677	193	371	358	408	365	92	526	194	323	313	347	293	47^	42^
					A	5.1	19	447	1354	244	185	191	83	655	181	370	356	396	355	122	524	218	336	318	347	286	72	46^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N					M E N					TEENS		CHILDREN						
									18-49	WOMEN	18-18	18-18	25-25	35-35	55-55	18-18	18-18	25-25	35-35	64-64	55-55	12-12	12-12	2-2	2-2	6-6			
									W/CH	18-49																	TOTAL	34	49
MON-FRI EARLY MORNING					A	1.2	14	105	51v	216^	205^	538	197^	418	402	291^	99^	526	124^	340	366	350	140^	<<	25v	16v	17v	23v	
ABC WORLD NEWS-MORN-615A					B	1.2	14	103	66^	243^	223^	537	188^	393	375	295	117^	577	159^	374	385	353	161^	6v	16v	16v	19v	26v	
MON-FRI 6.15A					C	1.3	14	118	65^	269	224	605	178^	386	385	342	178^	500	142^	314	335	298	141^	15v	21v	13v	17v	16v	
ABC WORLD NEWS-MORN-645A					A	1.9	16	168	42v	199^	167^	575	216	381	371	272	170^	525	132^	323	330	324	157^	8v	27v	7v	13v	14v	
MON-FRI 6.45A					B	1.8	16	164	48^	248	204	586	211	388	372	284	174	539	136^	329	344	326	161	6v	12v	12v	19v	21v	
181					C	2.2	16	193	62^	277	218	614	196	386	395	313	185	491	125^	281	310	297	152	27v	27v	19v	24v	27v	
BEFORE HOURS					A	0.7	10	62	65v	261^	193^	547	202^	314^	319^	296^	192^	538^	215^	318^	263^	244^	158^	17v	16v	21v	<<	<<	
MON-FRI 6.15A					B	0.7	10	61	55v	278^	202^	614	198^	351^	382^	314^	194^	447	163^	259^	234^	220^	140^	19v	11v	19v	39v	27v	
146					C	0.7	9	65	64v	299^	242^	608	173^	361^	373^	322^	197^	432	185^	263^	243^	168^	129^	35v	19v	15v	18v	19v	
CBS MORNING NEWS- 6:30AM					A	0.8	9	69	25v	262^	201^	567	147^	331^	321^	299^	207^	456^	119v	239^	244^	267^	157^	22v	29v	85v	46v	109v	
MON-FRI 6.30A					B	0.8	9	73	28v	230^	160^	537	126^	271^	261^	266^	236^	447	152^	237^	234^	221^	167^	20v	24v	26v	22v	37v	
136					C	1.1	11	100	53v	254^	151^	583	131^	287	317	342	233^	431	111^	205^	215^	233^	184^	19v	13v	25v	18v	27v	
CBS THIS MORNING-1					A	1.9	12	167	45v	200^	149^	621	118^	302	321	337	275	551	84^	298	300	326	234	31v	10v	46v	13v	47v	
MON-FRI 7.30A					B	1.9	12	172	52^	211	135^	638	116^	282	315	325	297	493	109^	236	235	240	233	17v	14v	20v	20v	25v	
202					C	2.1	11	187	49^	194	131^	653	118^	276	295	315	330	461	92^	215	218	223	219	18v	10v	20v	20v	24v	
CBS THIS MORNING-2					A	2.0	10	177	55^	156^	114^	662	138^	308	314	334	300	428	43v	154^	147^	219	270	22v	9v	42v	27v	41v	
MON-FRI 8.30A					B	2.1	10	189	55^	176	120^	670	126^	282	296	336	334	419	72^	173	176	206	223	20v	18v	32v	26v	34v	
203					C	2.3	10	202	48^	152	99^	699	124^	249	262	317	403	408	74^	164	167	181	220	12v	11v	25v	25v	26v	
GOOD MORNING, AMERICA-730					A	3.2	19	282	60^	239	191	710	190	358	369	342	296	435	89^	225	242	226	176	10v	9v	19v	24v	25v	
MON-FRI 7.30A					B	3.2	19	285	56^	263	204	694	189	368	369	351	272	440	92	219	232	224	188	5v	7v	12v	17v	19v	
213					C	4.0	20	356	57^	247	187	706	172	375	390	366	280	426	98	201	219	220	187	13v	7v	20^	23^	26^	
GOOD MORNING, AMERICA-830					A	3.5	17	310	78^	204	167	748	175	361	370	366	327	353	61^	178	202	201	137	9v	16v	22v	27v	29^	
MON-FRI 8.30A					B	3.4	16	302	80^	204	163	751	185	363	378	376	324	349	72^	169	176	177	151	9v	14v	29^	26^	32^	
212					C	4.1	19	367	73	200	157	758	167	360	380	389	341	363	70	154	172	193	170	9v	9v	24^	25^	25^	
NBC NEWS AT SUNRISE					A	1.7	22	154	47v	261	177^	551	133^	297	343	355	183^	557	165^	329	339	330	133^	9v	10v	8v	7v	7v	
MON-FRI 6.00A					B	1.7	20	152	44^	277	200	618	110^	329	375	405	215	507	126^	257	295	306	166^	11v	6v	11v	20v	15v	
201					C	2.0	20	173	57^	299	231	636	135^	361	389	384	215	495	126^	238	262	258	199	22v	27v	13v	17v	19v	
TODAY SHOW-7.30AM					A	3.7	22	324	50^	243	170	686	148	317	340	346	328	462	100^	220	240	260	197	4v	7v	17v	5v	10v	
MON-FRI 7.30A					B	3.8	23	335	48^	249	185	696	132	325	353	368	323	427	100	210	217	227	181	8v	6v	15v	16v	16v	
205					C	4.4	22	391	51^	224	164	690	128	326	349	374	318	461	105	216	221	228	216	14v	10v	21^	19^	25^	
TODAY SHOW-8.30AM					A	3.8	18	337	57^	171	116	749	121	269	295	362	435	348	65^	145	154	178	179	16v	14v	28^	18v	18v	
MON-FRI 8.30A					B	3.9	19	350	51^	197	145	737	112	291	311	379	400	364	74	159	166	176	178	17v	13v	26^	24^	27^	
205					C	4.5	21	399	53^	175	133	734	117	303	323	380	388	403	86	179	179	191	203	11v	9v	22^	18^	18^	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N							
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-24	18-34	18-49	25-34	25-34	35-44	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-19	MALE 2-6	FEM. 2-6	TOT. 5-11	TOT. 6-11							
MONDAY-FRIDAY DAYTIME																															
ALL MY CHILDREN					A	6.9	23	613	119	201	180	195	807	365	558	421	455	317	215	258	61	45^	95	78	67	102	62	107			
MON-FRI 1.00P 60 ABC 45					B	6.7	22	598	122	222	198	187	796	372	567	437	470	316	197	262	58	34^	104	72	68	97	60	105			
218 99 DD 238					C	7.3	24	645	142	237	209	156	842	383	581	455	501	340	215	263	68	18^	53	40	56	64	69	51			
1.00 - 1.30					A	6.5	21	579	117	198	177	200	806	358	556	417	449	324	218	252	57^	45^	98	81	68	102	68	101			
1.30 - 2.00					A	7.3	24	643	122	205	184	191	813	373	562	426	464	312	214	264	64	45^	94	76	67	103	57	112			
AMERICAN TREASURY					A	4.5	15	396	85^	184	143	172	829	244	390	261	313	350	388	298	132	29^	68^	48^	57^	58^	39^	76^			
M-F 3.58P 1 CBS 26					B	4.5	15	399	88	217	164	158	855	254	433	315	366	367	371	253	110	38^	66	52^	59^	69	52^	75			
195 92 DO 141					C	4.6	15	409	91	197	144	135	873	235	424	326	377	373	398	273	125	28^	58^	50^	41^	53^	41^	53^			
ANOTHER WORLD					A	5.4	18	475	81	162	139	208	783	264	444	321	371	315	289	204	78	52^	145	123	49^	59^	45^	63^			
MON-FRI 2.00P 60 NBC 43					B	5.3	17	465	80	165	143	212	761	249	431	317	370	332	276	213	76	55^	184	130	63	71	54^	80			
202 98 DD 233					C	5.0	17	447	82	186	162	168	841	268	456	336	395	360	327	255	99	31^	92	66	38^	53^	49^	43^			
2.00 - 2.30					A	5.5	18	484	84	158	133	203	775	265	437	316	362	306	293	216	82	55^	144	122	51^	64^	45^	70			
2.30 - 3.00					A	5.2	18	464	77	167	145	214	793	264	453	328	381	325	287	191	75	49^	146	125	47^	55^	45^	57^			
AS THE WORLD TURNS					A	6.1	20	537	86	167	127	156	881	256	393	267	316	336	439	247	116	24^	56^	37^	52^	76	45^	82			
MON-FRI 2.00P 60 CBS 45					B	6.6	22	582	97	176	133	155	861	249	412	296	345	348	400	246	108	37^	80	51	55	73	51	77			
208 99 DD 240					C	6.5	22	580	96	169	125	121	898	232	415	316	370	372	429	265	120	23^	41^	34^	41^	52	48	45			
2.00 - 2.30					A	6.0	20	532	89	166	129	156	878	260	395	269	316	328	437	247	118	23^	56^	38^	55^	74	49^	80			
2.30 - 3.00					A	6.2	21	546	82	167	125	154	878	250	389	263	313	341	439	246	113	25^	56^	37^	49^	77	42^	84			
BOLD AND THE BEAUTIFUL					A	5.1	17	450	92	175	138	132	880	253	376	276	326	309	454	251	121	35^	49^	44^	58^	76	59^	75			
MON-FRI 1.30P 30 CBS 45					B	5.5	18	484	89	177	139	120	852	229	390	299	347	347	413	257	115	40^	59	43^	60	75	54	80			
196 93 DD 238					C	5.3	18	471	93	180	137	105	881	225	405	315	365	374	426	282	120	23^	30^	25^	47^	56	54^	49^			
CLASSIC CONCENTRATION					A	4.0	17	353	58^	97	64^	59^	736	132	247	225	285	282	429	310	143	43^	69^	57^	89^	114	57^	146			
MON-FRI 10.30A 30 NBC 44					B	4.0	17	352	67^	100	70^	72^	708	135	252	211	271	286	396	267	126	60^	70^	55^	99	105	66^	138			
145 79 QG 235					C	3.6	16	320	80	132	97	76^	779	167	317	259	325	326	396	311	142	32^	39^	32^	62^	75^	70^	68^			
DAYS OF OUR LIVES					A	7.4	24	656	87	133	112	223	733	276	431	294	328	273	269	233	95	63	169	127	64	76	56	84			
MON-FRI 1.00P 60 NBC 44					B	7.7	25	683	87	151	131	241	716	260	424	288	329	292	251	229	87	60	201	141	68	87	57	98			
204 99 DD 237					C	7.0	23	623	90	177	152	195	820	283	470	337	394	345	293	257	98	36^	111	84	43	59	52	50			
1.00 - 1.30					A	7.2	23	634	84	129	109	212	725	270	418	285	316	267	276	243	98	63	156	116	67	74	60	81			
1.30 - 2.00					A	7.7	25	686	89	135	114	231	731	279	437	300	335	275	258	222	91	62	179	135	60	78	52	87			
FAMILY FEUD					A	3.2	14	280	70^	133	106^	115^	595	162	286	216	271	293	254	297	129	53^	91^	73^	129	73^	74^	128			
MON-FRI 10.00A 30 CBS 40					B	3.2	14	283	72^	161	131	117	610	175	326	251	301	312	233	280	103	65^	101	75^	122	98	61^	159			
173 84 QP 40					C	3.2	14	283	72^	161	131	117	610	175	326	251	301	312	233	280	103	65^	101	75^	122	98	61^	159			
GENERAL HOSPITAL					A	7.4	25	652	102	193	162	171	823	330	500	391	456	330	258	263	93	40^	95	79	46^	78	41^	83			
MON-FRI 3.00P 60 ABC 45					B	7.2	24	640	108	208	170	161	822	334	498	387	445	330	266	245	86	27^	89	62	47	77	45	78			
216 99 DD 238					C	7.7	26	682	121	228	190	162	857	355	530	408	461	337	274	233	86	24^	72	51	43	58	53	49			
3.00 - 3.30					A	7.3	25	649	103	187	160	174	816	331	497	385	448	323	256	264	92	41^	97	80	45^	81	43^	83			
3.30 - 4.00					A	7.4	24	659	100	196	164	167	826	327	502	394	461	335	258	261	93	40^	93	78	47^	74	39^	82			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-				
#STNS	CVG%	TYPE						<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F MON-FRI 11.00A 30 ABC 35 149 78 CS 35					A	3.6	15	315	105^	141	126	170	454	251	343	253	273	152	91^	198	43^	121	161	119	155	243	130	268
					B	3.8	16	341	93	161	141	183	497	243	368	267	292	195	103	211	40^	120	193	133	140	197	105	232
					C	3.8	16	341	93	161	141	183	497	243	368	267	292	195	103	211	40^	120	193	133	140	197	105	232
GUIDING LIGHT MON-FRI 3.00P 60 CBS 44 207 99 DD 237 3.00 - 3.30 3.30 - 4.00					A	5.2	17	459	84	202	155	173	901	274	416	275	316	357	445	247	121	30^	68^	40^	39^	66^	32^	74
					B	5.8	19	512	90	202	151	160	869	251	424	307	353	373	400	240	112	38^	84	56	48^	70	45^	74
					C	6.0	20	530	93	194	144	131	891	237	428	330	378	384	416	256	118	22^	55	44^	37^	54	44^	47^
					A	5.2	18	462	87	194	148	176	896	276	413	267	308	354	442	243	116	29^	65^	37^	43^	69^	36^	77
HOME MON-FRI 11.30A 30 ABC 45 175 89 IA 160					A	2.6	10	229	96^	167	141^	113^	680	257	418	336	366	298	231	218	69^	45^	66^	57^	71^	156	93^	133^
					B	2.7	10	240	94^	220	183	134	714	271	445	352	396	323	226	263	66^	48^	90^	62^	83^	118	71^	130
					C	2.6	11	231	132	237	200	110^	769	303	502	415	458	352	224	255	63^	28^	49^	36^	61^	76^	70^	67^
LOVING MON-FRI 12.30P 30 ABC 44 172 88 DD 237					A	3.5	12	312	108	213	192	182	765	314	468	345	377	297	266	222	63^	39^	83^	79^	49^	102^	73^	78^
					B	3.5	12	313	116	225	194	147	773	337	490	390	419	297	254	242	70^	33^	89	63^	58^	91	55^	94
					C	4.0	14	352	138	239	216	140	822	377	555	440	477	319	230	240	61^	20^	48^	36^	63^	60^	71^	53^
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 45					A	3.3	14	291	69^	127	100^	76^	621	154	286	239	298	307	275	288	177	45^	89^	49^	133	89^	79^	144
					B	3.3	14	295	79^	152	119	85^	624	164	304	246	299	324	268	338	165	48^	72^	47^	102	100	55^	146
162 80 QP 240					C	3.1	13	273	77^	135	100	63^	687	174	312	261	314	331	321	403	223	30^	35^	24^	77^	77^	74^	80^
					A	4.6	18	408	57^	134	114	106	728	197	314	230	269	267	375	332	205	38^	59^	39^	72^	77^	53^	96
					B	5.0	19	439	56^	143	113	102	703	168	300	227	274	297	356	348	190	48^	70	47^	90	89	47^	131
NEWSBREAK-11.57 MON-FRI 11.57A 2 CBS 45 173 81 N 239					C	5.0	20	446	64	156	118	78	739	176	315	250	298	303	377	399	206	26^	34^	25^	61	67	63	65
					A	4.4	15	393	87	215	173	182	902	283	426	284	323	345	436	262	140	33^	79^	46^	36^	52^	30^	58^
					B	4.9	16	432	90	210	159	162	888	260	433	314	359	375	410	248	123	40^	82	57^	48^	67	41^	74
TUE&THU 3.41P 1 CBS 43 WED 3.39P 1 N 236 FRI 3.46P 1					C	5.1	17	453	94	198	151	128	892	238	416	320	365	375	431	257	121	23^	57	43^	38^	56^	43^	51^
					A	7.3	25	647	122	174	151	197	808	350	519	389	441	314	237	253	76	50^	111	90	61	93	52^	102
					B	7.0	23	619	129	191	162	186	811	357	535	407	453	325	229	240	77	38^	103	74	63	98	60	101
ONE LIFE TO LIVE MON-FRI 2.00P 60 ABC 45 215 99 DD 236 2.00 - 2.30 2.30 - 3.00					C	7.4	25	651	143	216	186	160	857	373	564	435	486	349	242	230	82	20^	57	41	50	65	66	50
					A	7.2	24	638	122	174	151	196	802	349	518	386	437	310	234	253	73	50^	112	89	65	97	54	107
					A	7.4	25	657	121	173	152	197	811	350	520	392	443	316	240	252	78	50^	110	91	58	88	49^	97
PRICE IS RIGHT 1 MON-FRI 11.00A 30 CBS 45 209 99 AP 239					A	5.1	21	448	72^	131	103	83	663	170	283	221	263	259	338	327	178	38^	60^	41^	100	89	77	112
					B	5.3	22	473	61	129	97	91	633	148	263	199	239	266	331	349	169	51^	71	45^	113	108	66	155
					C	5.1	22	451	65	135	95	76	700	162	288	225	264	291	373	412	214	29^	34^	25^	79	78	74	83
PRICE IS RIGHT 2 MON-FRI 11.30A 30 CBS 45 209 99 AP 241					A	6.4	26	569	64	128	106	93	681	178	285	209	247	245	358	347	193	48^	55^	41^	94	98	72	119
					B	6.9	27	616	58	125	95	93	652	152	265	198	238	259	348	357	182	54	69	45	106	105	61	150
					C	6.5	27	580	60	139	100	76	714	164	288	225	266	283	385	417	220	29^	34^	25^	74	74	71	77

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING				W O M E N						M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-				
								<3	18+	49	24	TOTAL	34	49	49	54	64	55+	17	17	17	11	11	5	11			
MONDAY-FRIDAY DAYTIME CONT'D																												
RYAN'S HOPE					A	2.3	9	207	130^	166	153^	175	717	344	451	330	370	247	226	241	78^	36v	85^	69^	81^	182	135^	128^
MON-FRI 12.00N					B	2.3	8	203	112^	200	180	159	757	363	506	398	435	279	215	265	73^	33^	90^	65^	85^	135	97^	124^
158 80 ABC DD 238					C	2.7	10	235	139	236	214	134	813	391	567	464	503	312	207	263	56^	22v	57^	40^	78^	74^	87^	64^
SALE OF THE CENTURY					A	3.3	14	291	48^	107^	66^	58^	786	137	239	208	272	287	483	328	156	25v	43^	38^	79^	68^	51^	96^
MON-FRI 10.00A					B	3.2	14	283	60^	121	78^	59^	762	128	237	199	267	291	458	319	154	35^	44^	35^	78^	71^	53^	96
148 81 NBC QG 235					C	3.1	14	276	63^	137	100	52^	778	141	290	251	307	310	432	374	185	21v	29^	22v	54^	54^	57^	52^
SANTA BARBARA					A	4.7	16	418	71^	165	141	198	799	261	439	323	374	332	309	201	70^	42^	135	109	49^	66^	53^	61^
MON-FRI 3.00P					B	4.5	15	400	76	151	133	203	759	233	423	314	361	343	289	215	74	52^	168	127	55^	59^	50^	65
197 97 NBC DD 233					C	4.6	16	411	86	169	143	183	808	248	443	326	389	373	301	256	95	33^	120	85	39^	53^	49^	43^
3.00 - 3.30					A	4.7	16	418	72^	165	142	205	800	263	450	329	381	339	298	195	68^	42^	136	112	50^	69^	55^	64^
3.30 - 4.00					A	4.7	16	418	71^	165	140	191	797	259	429	318	366	325	319	207	71^	43^	133	105	47^	62^	52^	57^
SCRABBLE					A	4.6	16	404	49^	110	70^	77^	688	143	262	224	261	272	389	328	155	65^	91	73^	91	72^	48^	115
MON-FRI 12.30P					B	4.4	15	392	51^	124	94	101	680	132	272	223	268	297	364	320	149	77	105	86	82	82	55^	109
162 83 NBC QG 249					C	4.1	15	361	57^	132	99	79	773	143	296	242	296	323	423	341	174	35^	47^	43^	51^	58^	53^	56^
SUPER PASSWORD					A	3.3	12	296	56^	99^	72^	94^	701	145	270	226	265	245	392	284	150	54^	89^	72^	97^	56^	53^	100^
MON-FRI 12.00N					B	3.5	13	309	58^	116	94	104	685	142	281	227	271	260	360	286	133	65^	98	79^	85	81^	56^	111
159 73 QG 235					C	3.4	13	299	66^	117	87	84^	757	153	298	240	288	292	411	321	167	32^	50^	40^	57^	61^	60^	58^
HEEL OF FORTUNE					A	4.8	20	427	46^	122	78^	61^	787	140	265	225	275	319	472	302	158	45^	47^	47^	71^	78	55^	95
MON-FRI 11.00A					B	4.9	20	435	55^	135	98	72	767	146	276	228	283	320	436	309	161	42^	47^	42^	74	74	53^	96
206 98 NBC QG 236					C	5.3	22	466	63	155	109	71	810	158	301	245	307	328	448	344	179	22^	28^	25^	46^	56	59	44^
WIN, LOSE OR DRAW					A	4.2	17	369	65^	116	81^	112	723	198	334	278	310	284	357	239	88^	74^	100	94	112	92	87^	116
MON-FRI 11.30A					B	4.5	17	397	75	138	109	130	690	176	333	262	301	304	318	259	92	77	121	93	101	105	79	128
184 88 NBC QG 248					C	4.2	17	372	86	161	128	106	770	198	369	293	345	332	349	303	122	38^	57^	46^	62^	80	79	63^
YOUNG AND THE RESTLESS					A	7.7	27	682	94	165	145	148	828	280	421	308	347	300	368	235	111	31^	57	52	63	76	64	75
MON-FRI 12.30P					B	8.1	28	716	93	171	142	142	820	257	418	314	361	333	355	247	112	33^	77	54	73	83	65	91
210 99 CBS DD 241					C	7.9	29	703	107	187	154	129	862	268	447	339	386	352	367	272	122	21^	40	32^	52	68	71	49
12.30 - 1.00					A	7.4	27	659	92	161	143	146	825	273	417	305	343	300	371	241	114	32^	53	51	69	69	66	72
1.00 - 1.30					A	7.9	27	702	96	169	147	151	834	298	427	313	353	301	367	230	108	29^	61	53	58	83	63	79

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	(2+)	15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.
#STNS	CVG%	TYPE																										
WEEKEND DAYTIME CHILDREN																												
ALF-SAT MORN					A	4.6	19	408	1442	139^	374	301	71^	240	193	76^	116^	129^	63^	636	325	311	273	363	205	158	184	180
SAT 10.00A 30 NBC 8					B	4.5	19	398	1375	137	383	307	81	205	186	82	104	113	74	600	325	275	277	323	185	138	163	160
204 99 CA 41					C	5.5	20	491	1459	135	368	302	82	222	215	99	116	136	79	655	334	321	271	384	204	180	193	191
ALL NEW POUND PUPPIES					A	2.0	12	177	1369	25^	252^	161^	66^	318^	109^	56^	54^	95^	14^	690	328^	362	262^	428	210^	218^	284^	143^
SAT 8.30A 30 ABC 9					B	2.0	13	180	1299	80^	291	230	51^	213	112^	63^	50^	78^	34^	683	352	331	308	375	192	182	222	153^
204 98 CA 31					C	2.6	14	227	1333	71^	274	219	44^	189	129	60^	69^	88^	40^	741	371	370	301	440	225	215	240	199
ALVIN AND THE CHIPMUNKS					A	4.7	18	416	1482	138^	349	278	86^	203	187	82^	105^	101^	86^	743	374	369	309	433	217	216	210	224
SAT 10.30A 30 NBC 8					B	5.0	20	442	1451	140	364	296	84	199	206	76	130	119	86	682	341	341	302	380	187	193	189	190
203 99 CA 50					C	5.9	21	522	1497	150	367	307	81	209	229	87	142	142	87	692	323	369	295	397	185	212	201	196
ANIMAL CRACK-UPS					A	2.9	11	257	1463	119^	463	358	124^	324	211^	107^	104^	122^	90^	464	200^	264	216^	248	105^	143^	117^	131^
SAT 12.00N 30 ABC 8					B	3.4	12	297	1494	130	473	337	99	348	197	97	100	130	67^	476	230	246	203	272	132	141	146	126
168 79 CL 42					C	3.4	12	303	1495	132	458	334	103	349	207	92	116	131	77^	480	251	229	190	290	153	138	144	147
BUGS BUNNY/TWEETY SHOW I(B)					A	4.0	15	354	1556	152^	335	256	105^	264	196	99^	97^	111^	85^	761	402	359	285	476	272	204	254	222
SAT 11.00A 30 ABC 8																												
180 77 CA 42																												
BUGS BUNNY/TWEETY SHOW II(B)					A	4.3	15	381	1594	152^	396	285	129^	351	189	107^	82^	87^	102^	658	332	326	224	434	236	198	219	214
SAT 11.30A 30 ABC 8																												
176 77 CA 42																												
DENNIS THE MENACE					A	3.3	12	292	1470	127^	343	270	143^	274	132^	76^	56^	53^	79^	721	413	308	294	427	225	202^	245	183^
SAT 11.30A 30 CBS 9					B	3.5	13	313	1499	114	360	277	79^	222	186	92	94	122	64^	732	406	325	294	437	246	191	250	187
185 89 CA 35					C	3.5	12	308	1530	121	361	267	86	244	209	103	106	131	78^	716	399	317	309	407	235	172	209	198
FLINTSTONE KIDS					A	2.9	13	257	1269	61^	217^	170^	69^	179^	148^	75^	73^	86^	62^	725	378	347	299	426	211^	215^	275	150^
SAT 9.30A 30 ABC 7					B	3.4	15	297	1383	94^	276	220	73^	221	149	85^	64^	94^	56^	736	388	348	295	441	230	211	249	192
202 97 CA 7					C	3.4	15	297	1383	94^	276	220	73^	221	149	85^	64^	94^	56^	736	388	348	295	441	230	211	249	192
FOOFUR					A	2.4	9	213	1499	155^	444	340	43^	172^	216^	104^	112^	125^	91^	667	337	330	292^	374	199^	175^	168^	206^
SAT 12.00N 30 NBC 8					B	2.6	10	226	1509	152	424	334	105^	213	226	98^	128	118^	108^	645	342	304	292	353	181	172	180	172
160 81 CA 47					C	3.1	11	274	1492	156	404	324	103	236	244	102	142	144	101	608	301	307	276	332	158	174	171	161
FRAGGLE ROCK					A	3.6	13	319	1438	149^	413	340	43^	181^	123^	49^	74^	64^	59^	721	364	358	310	411	218	193^	214	197^
SAT 11.00A 30 NBC 8					B	4.0	15	353	1471	148	393	324	73^	202	173	66^	107	99	74^	704	340	363	321	382	180	202	193	190
201 99 CA 22					C	4.1	16	365	1477	152	390	314	70	192	216	78	137	131	85	679	312	367	314	365	163	202	185	180
GALAXY HIGH SCHOOL					A	3.4	12	301	1540	130^	426	330	153^	275	192^	124^	68^	109^	83^	648	426	222	253	394	257	138^	220	175^
SAT 12.30P 30 CBS 9					B	3.7	14	324	1510	146	361	277	115	261	225	122	103	138	87^	664	370	294	246	417	235	183	219	198
160 81 CA 31					C	3.2	11	280	1531	147	378	280	114	274	233	120	113	141	92	646	351	295	244	401	225	177	198	204
GUMMI BEARS					A	2.2	18	195	1316	135^	361	300^	42^	181^	156^	74^	82^	83^	73^	618	314^	305^	234^	384	206^	178^	199^	185^
SAT 8.00A 30 NBC 8					B	2.3	19	202	1279	76^	372	279	56^	236	130^	66^	63^	88^	42^	542	298	244	216	326	178	148	173	152
200 98 CA 22					C	2.9	21	257	1296	79^	321	243	57^	203	141	69^	73^	92^	50^	631	344	288	216	415	228	187	214	201
HELLO KITTY					A	1.9	16	168	1168	58^	265^	213^	40^	199^	72^	30^	42^	41^	31^	632	344^	287^	222^	409	207^	203^	231^	178^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	W O M E N		M E N		T E E N S					C H I L D R E N											
										15- 24	18- 49	15- 24	18- 49	TOTAL 17	MALE 12- 17	FEM. 12- 17	TOT. 14	TOT. 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8	TOT. 9- 11			
WEEKEND DAYTIME CHILDREN CONT'D																														
HELLO KITTY-CONT'D																														
SAT	8.00A	30	CBS	9	B	1.7	14	148	1269	69^	355	255	64^	271	75^	33v	42v	62^	13v	568	288	280	236	332	168^	164^	203	129^		
	201	96	CA	50	C	2.0	14	178	1287	58^	304	208	45^	249	78^	44^	35v	51^	27v	656	330	325	229	426	220	206	258	169		
I'M TELLING																														
SAT	12.30P	30	NBC	8	A	2.0	7	177	1466	161^	409	354^	44v	169^	267^	120^	148^	160^	108^	620	324^	296^	243^	377	201^	176^	203^	174^		
	147	74	CL	46	B	2.0	8	182	1513	131^	429	316	100^	239	250	100^	150^	146^	104^	595	324	271	237	358	192	166	176	182		
					C	2.4	8	213	1495	141	423	312	101^	243	257	98^	159	164	93^	573	285	288	215	358	178	180	174	184		
LITTLE WIZARDS																														
SAT	8.00A	30	ABC	7	A	1.1	9	97	1393	51v	442^	283^	91v	363^	138v	102v	36v	112v	26v	450^	215^	235^	162v	288^	131v	157v	237^	51v		
	201	98	CA	7	B	1.3	10	113	1307	78^	351	272^	74v	282^	134^	84^	49v	89^	45v	540	293^	247^	263^	277^	139^	138^	169^	108^		
					C	1.3	10	113	1307	78^	351	272^	74v	282^	134^	84^	49v	89^	45v	540	293^	247^	263^	277^	139^	138^	169^	108^		
MIGHTY MOUSE																														
SAT	10.30A	30	CBS	9	A	3.4	13	301	1315	128^	339	265	63^	210^	92^	47v	45v	56^	36v	674	345	329	302	373	153^	220	224	149^		
	200	96	CA	47	B	3.7	14	326	1421	96	340	275	61^	203	97	52^	46^	57^	40^	780	378	402	372	408	194	215	261	147		
					C	4.0	14	357	1476	92	337	264	62^	232	124	68^	56^	80	44^	783	411	372	378	405	212	193	250	155		
MUPPET BABIES I																														
SAT	8.30A	30	CBS	9	A	2.7	17	239	1259	62v	215^	165^	38v	167^	80^	45v	35v	52v	28v	796	449	347	334	462	241^	221^	253^	209^		
	206	97	CA	50	B	2.5	16	221	1302	65^	271	208	54^	211	102^	52^	50^	81^	21v	718	371	347	300	418	212	206	249	169		
					C	3.4	18	297	1357	54^	257	188	37^	187	97	54^	43^	70^	27^	817	430	387	295	522	282	240	312	210		
MUPPET BABIES II																														
					A	3.4	18	301	1325	63^	229	173^	42v	140^	72^	32v	39v	49v	22v	885	508	377	397	487	272	215	286	201^		
SAT																														
	9.00A	30	CBS	9	B	3.5	18	309	1334	58^	258	201	42^	167	103	53^	50^	79^	24v	807	417	390	336	471	242	229	273	197		
	206	97	CA	50	C	4.3	19	384	1410	56^	256	193	39^	173	103	54^	49^	73	30^	879	457	422	343	535	282	254	321	214		
MUPPET BABIES III																														
SAT	9.30A	30	CBS	9	A	3.9	17	346	1392	80^	263	218	48^	175^	95^	46v	50^	84^	11v	859	487	372	364	495	271	224	275	220		
	203	97	CA	50	B	4.2	19	372	1380	60^	268	215	50^	167	111	56^	55^	84	27^	834	410	424	360	474	232	242	275	199		
					C	4.9	19	431	1446	62	265	208	44^	175	113	60	53^	79	34^	893	464	429	365	528	276	252	316	212		
MY PET MONSTER																														
SAT	9.00A	30	ABC	9	A	2.5	13	222	1390	60v	268^	194^	91^	270^	89^	67v	23v	59v	31v	764	386	378	328	436	219^	217^	299	137^		
	205	98	CA	49	B	2.8	15	251	1347	90^	274	214	71^	217	125	72^	53^	71^	54^	731	374	357	317	414	211	204	243	171		
					C	3.3	15	295	1417	73^	270	220	56^	191	152	76^	76^	104	48^	804	415	389	315	489	262	227	256	233		
NEW ARCHIES																														
SAT	11.30A	30	NBC	8	A	3.1	11	275	1449	141^	403	316	59v	168^	231^	130^	101^	137^	94^	647	289	358	204^	442	205^	237	177^	266		
	185	93	CA	48	B	3.4	13	301	1470	159	380	308	96	198	227	98	129	128	99	665	329	336	269	396	189	207	192	204		
					C	4.2	15	368	1494	169	372	307	95	204	263	111	152	155	108	655	311	345	283	373	179	194	182	191		
PEE WEE'S PLAYHOUSE																														
SAT	10.00A	30	CBS	9	A	4.8	19	425	1411	88^	276	222	50^	178	100^	48^	53^	70^	30v	857	429	428	399	457	195	262	242	215		
	209	99	CL	50	B	4.9	20	438	1440	80	299	246	51^	187	103	41^	62^	71	32^	851	393	457	395	456	203	253	277	178		
					C	5.7	21	509	1494	84	302	245	49^	210	118	49^	69	79	39^	864	427	438	392	472	226	246	289	183		
POPEYE & SON																														
SAT	11.00A	30	CBS	9	A	3.6	13	319	1368	94^	285	185^	109^	233	121^	69^	52v	56^	64^	729	412	317	263	466	235	231	263	203		
	195	95	CA	47	B	3.9	15	343	1487	101	344	263	70^	197	162	81^	82^	108	54^	784	407	377	320	465	242	222	266	199		
					C	3.9	14	343	1522	107	339	259	75	222	187	94	93	121	67^	774	422	352	335	439	241	198	234	205		
REAL GHOSTBUSTERS I																														
SAT	10.00A	30	ABC	9	A	3.3	13	292	1423	100^	243	211^	73^	231	145^	90^	55v	78^	67^	805	447	357	352	453	268	185^	280	172^		
	190	83	CA	29	B	4.1	17	365	1414	115	303	248	84	229	181	106	75^	112	69^	701	407	294	304	398	238	160	225	173		
					C	4.3	16	381	1456	111	321	259	88	238	196	107	89	122	74	701	426	275	299	402	255	147	225	177		
REAL GHOSTBUSTERS II CONT'D																														
					A	4.0	15	354	1425	109^	233	194	73^	234	206	133^	73^	124^	81^	752	437	314	297	455	274	180	260	194		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
									TOT. PERS.	W O M E N			M E N		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										15- 24 (2+)	18- 24 TOTAL	49	15- 24 TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.	W O M E N				M E N										T E E N S		CHD					
									PERS	ING	18-		25-		18-		21-		25-		35-		TOT.	MALE	TOT.						
#STNS	CVG%	TYPE						(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11				
WEEKEND DAYTIME SPORTS CONT'D																															
NBC MAJOR LEAGUE BASEBALL-CONT'D																															
N.Y. YANKEES VS CALIFORNIA																															
CHICAGO CUBS VS ATLANTA																															
3.00 - 3.30					A	3.5	11	310	1371	140^	545	177^	528	157^	615	63^	170^	310	603	298	300	246	248	226	303	107^	75^	104^			
3.30 - 4.00					A	4.0	12	354	1378	147^	524	168^	514	159^	647	54^	187	298	636	287	289	244	246	204	347	102^	74^	105^			
4.00 - 4.30					A	4.4	13	390	1428	154^	505	196	505	192	737	66^	271	396	714	373	395	329	351	229	319	91^	76^	94^			
4.30 - 5.00					A	4.1	12	363	1396	107^	479	158^	473	166^	733	82^	262	393	705	364	400	311	346	250	305	81^	63^	102^			
5.00 - 5.30					A	4.4	13	390	1401	97^	466	126^	463	131^	755	95^	234	354	721	320	359	259	297	275	363	83^	62^	96^			
5.30 - 6.00					A	4.6	13	408	1400	96^	493	127^	493	136^	745	87^	231	359	703	316	366	271	320	272	337	81^	64^	81^			
6.00 - 6.30					A	3.7	10	328	1345	115^	454	112^	454	109^	742	92^	237	376	708	343	377	284	319	270	331	73^	68^	76^			
SPORTSWORLD																															
SUN	4.30P	90	NBC	8	A	4.8	13	425	1501	179	551	307	533	281	673	125^	292	437	630	394	462	311	379	285	168	112^	61^	164			
	193	95	SA	22	B	4.1	12	360	1455	199	511	294	485	268	715	108	312	480	679	444	506	372	433	316	174	103	73^	126			
	4.30 - 5.00				C	3.6	10	318	1440	195	497	277	473	254	705	92	276	459	674	429	490	367	429	330	184	112	71^	126			
	5.00 - 5.30				A	4.4	12	390	1483	173	559	334	541	317	684	139^	295	461	631	408	477	321	391	307	154^	104^	55^	135^			
	5.30 - 6.00				A	4.8	13	425	1511	177	545	290	528	260	682	134^	275	422	638	379	456	288	365	301	183	120^	69^	163			
					A	5.3	14	470	1478	183	540	295	521	264	642	104^	300	422	610	390	447	319	376	248	163	109^	57^	186			
U.S. AMATEUR GOLF CHAMP.(S)																															
SUN	4.30P	90	ABC		A	2.0	5	177	1361	191^	513	223^	494	226^	666	86^	251^	395	629	357^	419	309^	371	312^	210^	66^	37^	115^			
	189	95	SE																												
	4.30 - 5.00				A	2.1	6	186	1292	187^	499	271^	486	256^	583	63^	230^	374	555	346	387	311^	352	261^	168^	84^	50^	126^			
	5.00 - 5.30				A	1.9	5	168	1293	202^	472	213^	466	240^	620	84^	241^	374^	583	336^	398	289^	351^	288^	185^	74^	42^	127^			
	5.30 - 6.00				A	2.1	5	186	1427	176^	540	173^	503	173^	760	106^	269^	416	714	370	449	310^	390	370	264^	37^	17^	89^			
WORLD SERIES GOLF-NEC-SAT(S)																															
SAT	4.00P	120	CBS		A	3.5	10	310	1298	119^	539	142^	521	139^	673	64^	196^	291	659	278	318	228	267	279	341	27^	11^	58^			
	205	99	SE																												
	4.00 - 4.30				A	2.9	9	257	1321	101^	475	143^	458	141^	703	75^	212^	341	689	326	363	266	303	302	325	38^	4^	105^			
	4.30 - 5.00				A	3.5	10	310	1269	103^	527	118^	516	137^	657	55^	180^	269	646	258	299	214	256	273	347	39^	14^	46^			
	5.00 - 5.30				A	3.6	11	319	1317	130^	568	147^	547	129^	686	81^	210	300	667	281	322	220	260	284	346	20^	14^	42^			
	5.30 - 6.00				A	3.8	11	337	1356	145^	601	167^	575	156^	687	52^	197	282	677	272	314	230	273	278	363	16^	13^	52^			
WORLD SERIES GOLF-NEC-SUN(S)																															
SUN	4.00P	189	CBS		A	5.1	13	452	1418	163	562	200	557	176	758	32^	163	334	744	319	370	302	352	377	374	37^	15^	61^			
	210	99	SE																												
	4.00 - 4.30				A	3.5	10	310	1341	178^	536	214	535	198^	648	31^	192^	313	634	299	338	282	321	271	296	58^	17^	99^			
	4.30 - 5.00				A	3.5	10	310	1329	179^	494	191^	484	162^	713	18^	171^	338	710	335	380	319	365	357	330	40^	<<	82^			
	5.00 - 5.30				A	4.3	12	381	1351	164^	529	201	521	168	739	29^	146^	322	734	317	367	292	343	404	367	30^	3^	52^			
	5.30 - 6.00				A	5.6	15	496	1396	155	562	203	555	171	749	32^	151	327	733	310	360	295	345	399	372	32^	15^	53^			
	6.00 - 6.30				A	5.8	14	514	1430	143	565	196	558	165	787	24^	156	342	772	327	374	319	366	396	398	32^	20^	46^			
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

56 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C	#STNS	CVG%	TYPE	AVG. AUD. %	SH %		AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N										T E E N S		CHD						
													18-	25-	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	17	12-	17	2-	11
WEEKEND DAYTIME SPORTS CONT'D											A	6.6	15	585	1433	152	560	191	558	169	780	38^	166	341	760	320	372	302	354	377	388	41^	26v	51^	
WORLD SERIES GOLF-NEC-SU-CONT'D											A	10.8	24	957	1490	179	632	191	632	197	776	47^	152	310	755	289	352	263	326	356	403	24^	14v	58^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			TOT. WORK-PERS (2+)	ING WOM. 18+	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000			W O M E N							M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											TOTAL	18-34	18-49	25-21+	25-49	35-64	55+	TOTAL	18-34	18-49	21-21+	25-49	25-54	35-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.2	50.9	51.1	52.6	53.1	54.8	56.3	58.2	59.3	60.2	60.8	60.7	59.6	58.3	56.5	54.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC NFL PRE-SEASON FTBALL
CHICAGO VS DALLAS
(8:00-11:09) (PAE) →

11,700																
13.2	9.9 *			12.3 *				14.2 *			13.6 *		14.5 *		14.7 *	
23	19 *			22 *				24 *			23 *		25 *		26 *	
9.5	10.3	12.0	12.6	13.9	14.5	14.3	13.0	14.1	14.8	14.6	14.8					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NEWHART (R)	CAVANAUGHS	KATE & ALLIE (R)	DESIGNING WOMEN (R) (PAE)	MAGNUM, P.I. (R)	
7,530	7,090	9,920	10,280	9,750		
8.5	8.0	11.2	11.6	11.0	10.9 *	11.0 *
16	14	19	19	19	18 *	20 *
8.3	8.7	10.7	11.6	11.3	11.9	10.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	ALF (R)	HOGAN FAMILY (R)	NBC MONDAY NIGHT MOVIES DRESS GRAY, PT. 2 (R)	
12,230	12,050	9,920		
13.8	13.6	11.2	10.6 *	11.0 *
26	24	19	18 *	18 *
12.9	14.8	13.3	10.5	11.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.0	13.3	12.2	13.6	14.0	14.8	13.1	11.5
26	26	23	24	23	24	22	21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4	3.3	2.8	3.1	3.2	3.4	3.1	2.8
7	6	5	5	5	6	5	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	1.9	2.3	2.8	2.7	2.8	2.5	2.2
3	4	4	5	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	5.6	5.8	7.3	7.3	7.8	8.3	6.4
11	11	11	13	12	13	14	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.7	3.0	3.3	3.7	3.4	3.0	3.5
5	5	6	6	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.4	51.5	52.5	54.3	53.7	55.6	56.6	58.2	58.3	58.6	59.1	58.1	55.0	54.1	52.3	49.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	FULL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,320	11,870	8,060	9,210
13.9	13.4	9.1	10.4
25	23	16	20
13.1	14.7	8.6	9.8
		8.9	9.4
			10.1
			19
			10.4
			10.7
			10.6
			21
			10.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TUESDAY MOVIE ALICE IN WONDERLAND, PT. 1 (R)(PAE)	CBS SUMMER PLAYHOUSE MAD AVENUE
8,590	4,870
9.7	5.5
8.2	18
15	10
8.5	6.3
9.4	5.3
9.2	5.1
10.5	5.5
10.8	
11.0	

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)	SUMMER SHOWCASE
12,320	12,490	8,510
13.9	14.1	9.6
25	24	18
12.8	14.4	11.0
13.1	14.5	14.0
24		14.3
13.4		24
14.4		19
		9.7
		9.0
		8.9
		17
		8.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.0	13.3	11.5	11.9	14.5	13.9	14.2	14.3
28	25	21	21	25	24	26	28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8	4.0	3.3	3.3	5.0	5.0	4.1	4.0
7	7	6	6	9	9	8	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.2	2.6	2.9	2.9	3.2	2.5	2.2
3	4	5	5	5	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2	6.2	6.4	7.0	7.4	7.3	7.9	7.3
10	12	12	12	13	12	14	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	2.6	2.9	3.1	4.7	5.2	6.6	5.0
5	5	5	5	8	9	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.5	48.6	48.9	50.5	50.6	52.8	53.6	55.3	55.6	56.4	56.8	56.9	55.2	54.7	53.4	50.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GEORGE STEVENS: FILMMAKER
(PAE)

HOTHOUSE

3,720													3,900			
4.2	4.4	*			4.0	*			4.2	*		4.0	*	4.4	4.3	*
8	9	*			7	*			8	*		7	*	8	8	*
4.8	4.1		4.0		4.1		4.2		4.1		4.2	3.9		4.1	4.5	4.3
																4.6
																9
																4.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS
SHOWDOWN AT CHEYENNE

CAGNEY & LACEY
(9:00-10:54)(R)(PAE)

6,820									7,180							
7.7	7.4	*			8.0	*			8.1	*		7.4	*		8.9	*
14	14	*			15	*			15	*		13	*		16	*
7.3	7.4		8.1		7.9		6.7		6.9		7.3	7.4		8.7	9.1	9.8
																9.6
																18
																9.3

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY
SHOW
(R)

A DIFFERENT
WORLD
(R)

CHEERS
(R)

NIGHT COURT
(R)

L.A. LAW
(R)

17,010					17,010				16,210			16,130		12,760		
19.2					19.2				18.3			18.2		14.4	14.7	*
37					35				33			32		27	27	*
17.5	20.9				19.0	19.4		17.8	18.8		18.1	18.3		14.8	14.5	14.3
																14.0
																27
																13.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7																
26																
	11.4				10.3		11.3		12.3		12.5		10.9		10.0	
	23				20		21		22		22		20		19	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9																
6																
	2.7				2.2		2.5		3.2		3.3		2.6		2.1	
	5				4		5		6		6		5		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6																
3																
	2.3				2.7		2.9		2.9		2.9		2.9		2.8	
	5				5		5		5		5		5		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4																
13																
	6.9				7.7		8.8		9.6		9.6		10.4		9.7	
	14				15		16		17		17		19		19	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6																
3																
	1.9				2.0		2.2		3.4		4.0		4.5		3.5	
	4				4		4		6		7		8		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.4	43.0	42.8	44.3	44.6	46.0	46.8	48.3	49.6	50.6	51.0	51.5	52.2	52.2	50.9	49.9

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

	PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	DOODLES (PAE)		\longleftrightarrow 20/20 \longrightarrow		
	8,240	9,210	8,680	7,090	9,300			
	9.3	10.4	9.8	8.0	10.5	10.7 *		10.2
	21	22	20	16	20	20 *		20
	9.0	10.1	9.8	8.0	10.5	11.0	10.6	9.7
	9.7		9.9	7.9				

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BEAUTY & THE BEAST (R)				CBS FRIDAY MOVIE THE LEGEND OF BILLIE JEAN (PAE)			
6,290			8,770				
7.1	6.9 *		7.3 *	9.9 *	8.9 *	9.8 *	10.3 *
15	15 *		15 *	19	18 *	19 *	20 *
6.9	6.9	7.1	7.5	8.8	9.1	9.9	10.2
					9.7	9.9	10.4
						10.2	10.5
							10.2

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BLACKIE'S MAGIC (R)				NFL PRE-SEASON FTBL-NBC-FR NEW YORK GIANTS VS CLEVELAND (9:00-12:12) (PAE)			
4,610				6,290			
5.2	5.0	*		5.4	* 7.1		
11	11	*		12	* 15		
4.9	5.1		5.4	5.4	5.5	6.1	6.8
						7.1	7.5
						7.8	7.4
							7.6
							7.6
							15
							15
							7.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

10.3 24	11.0 25	11.1 25	11.4 24	10.9 22	11.2 22	10.1 19	9.5 19
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

2.0 5	2.4 6	2.8 6	3.1 7	2.8 6	2.7 5	2.1 4	1.7 3
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.4 3	1.9 4	2.4 5	2.0 4	2.6 5	2.7 5	2.0 4	1.9 4
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

5.1 12	5.6 13	6.0 13	6.1 13	6.7 13	7.2 14	6.8 13	6.4 13
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PAY SERVICES

PROGRAM	VIEWERS*	AVERAGE AUDIENCE		RANK
		SHARE	AUDIENCE %	
1	1,000,000	10.0	10.0	1
2	800,000	8.0	8.0	2
3	600,000	6.0	6.0	3
4	400,000	4.0	4.0	4
5	200,000	2.0	2.0	5
6	100,000	1.0	1.0	6
7	50,000	0.5	0.5	7
8	25,000	0.25	0.25	8
9	10,000	0.1	0.1	9
10	5,000	0.05	0.05	10

1.6	2.4	3.0	3.5	4.4	4.8	5.1	4.9
4	6	7	7	9	9	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	39.4	40.2	41.4	42.6	44.6	46.4	47.7	49.5	50.9	52.5	52.4	52.9	52.4	52.5	51.8	50.6	47.7	44.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) →				← AFTER MIDNIGHT (PAE) →				← SPENSER: FOR HIRE (R) →			
4,520	5.1	4.8 *		5.5	4.2 *		3,720	4.1	6.4 *	5.9 *	6.8 *
11	11	*		11	8 *		8	8	12	11	13 *
4.8	4.8		5.2	5.7	4.6	3.9	4.1	4.1	5.6	6.2	7.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← FIRST IMPRESSIONS →		← FRANK'S PLACE (R) →		← TOUR OF DUTY (R)(PAE) →		← WEST 57TH →	
4,430	5.0		3,810	6.3	5.7 *	4,960	6.0 *
11	11		9	12	11 *	11	11 *
5.1	4.8	4.2	4.3	5.5	6.0	6.3	5.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← FACTS OF LIFE (R) →			← GOLDEN GIRLS (R) →		← AMEN (R) →		← HUNTER (R) →	
10,900	12.3	11.2 *	14,620	14.9	13,200	12,850	14.2 *	14.8 *
26	25	*	32	28	28	28	27 *	29 *
10.3	12.1	12.8	15.7	17.3	14.8	14.0	14.4	14.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.8	11.6	12.2	13.1	12.8	13.2	12.5	11.9	10.9
27	28	27	27	25	25	24	23	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0	3.5	3.0	3.1	3.3	3.5	2.8	2.8	3.0
8	8	7	6	6	7	5	5	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6	2.5	3.0	3.4	2.5	3.1	2.5	2.3	2.1
7	6	7	7	5	6	5	4	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.0	7.0	7.0	7.1	6.0	6.3	5.9	5.8	5.5
18	17	15	15	12	12	11	11	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6	3.1	3.2	3.4	5.3	6.0	6.7	5.6	3.9
7	7	7	7	10	11	13	11	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.5	37.4	33.2	30.9	27.7	25.2	22.3	20.0	17.2	15.6	14.1	12.9	11.6	10.6				

ABC TV

(1)

AVERAGE AUDIENCE { 1,950
(Hhds (000) & %)
SHARE AUDIENCE % 2.2
AVG. AUD. BY 1/4 HR % 6
2.2

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:50)(PAE)

AVERAGE AUDIENCE { 6,290
(Hhds (000) & %)
SHARE AUDIENCE % 7.1
21
8.8
8.2
7.2
6.7
5.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 9.8
SHARE AUDIENCE % 25

SUPERSTATIONS

AVERAGE AUDIENCE 2.8
SHARE AUDIENCE % 7

PBS

AVERAGE AUDIENCE 1.6
SHARE AUDIENCE % 4

CABLE ORIG.

AVERAGE AUDIENCE 5.1
SHARE AUDIENCE % 13

PAY SERVICES

AVERAGE AUDIENCE 4.5
SHARE AUDIENCE % 12

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	48.5	50.8	52.1	54.2	56.2	58.0	59.1	60.3	61.2	61.7	61.8	61.8	62.0	61.3	60.1	57.3	51.8	44.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE → DOWN THE LONG HILLS, PT.2 (R)				← MACGYVER → (R)				← ABC SUNDAY NIGHT MOVIE → THE RIGHT STUFF, PT.1 (R)(PAE)									
AVERAGE AUDIENCE	6,560				6,470				6,110									
(Hhlds (000) & %)	7.4	7.4	*		7.4	* 7.3	6.7	*	7.8	* 6.9	7.1	*	6.8	*	6.5	*	7.1	*
SHARE AUDIENCE	14	15	*		14	* 12	12	*	13	* 11	12	*	11	*	11	*	12	*
AVG. AUD. BY 1/4 HR	7.3	7.4	7.4	7.4	6.6	6.8	7.5	8.2	6.6	7.6	7.0	6.6	6.4	6.6	6.8	7.4		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← 60 MINUTES → (7:09-8:09)(PAE)				← MURDER, SHE WROTE → (8:09-9:09)(R)(PAE)				← CBS SUNDAY MOVIE → BLOOD & ORCHIDS, PT. 1 (9:09-11:09)(R)(PAE)							← CBS SUNDAY NEWS → (PAE)		
AVERAGE AUDIENCE	15,680				15,420				12,050							2,660		
(Hhlds (000) & %)	17.7	15.5	*		18.4	* 17.4	16.7	*	17.6	* 13.6	13.2	*	13.1	*	13.4	*	14.1	*
SHARE AUDIENCE	34	31	*		35	* 29	29	*	29	* 22	21	*	21	*	22	*	24	*
AVG. AUD. BY 1/4 HR	13.7	16.3	17.9	19.0	16.9	16.7	17.1	18.0	13.6	13.0	12.9	13.2	13.2	13.6	13.7	14.4	3.0	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← RAGS TO RICHES → (R)				← FAMILY TIES → (R)		← MY TWO DADS → (R)		← NBC SUNDAY NIGHT MOVIE → POLICE ACADEMY 2: THEIR FIRST ASSIGNMENT (R)									
AVERAGE AUDIENCE	6,290				9,300		9,390		14,620									
(Hhlds (000) & %)	7.1	6.7	*		7.5	* 10.5	10.6		16.5	15.6	*	17.2	*	17.4	*	15.9	*	
SHARE AUDIENCE	14	14	*		14	* 18	18		27	25	*	28	*	28	*	27	*	
AVG. AUD. BY 1/4 HR	6.9	6.6	7.2	7.7	9.4	11.5	10.4	10.8	14.4	16.7	17.2	17.1	17.6	17.2	16.8	15.0		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	12.3		12.5		15.2		17.1		16.6		16.3		16.5		15.0		11.2	
	25		24		27		29		27		26		27		26		23	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.7		2.5		2.3		2.5		1.9		2.2		1.9		1.9		1.9	
	5		5		4		4		3		4		3		3		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.2		2.0		2.6		2.7		2.5		2.5		2.1		1.7		1.2	
	4		4		5		5		4		4		3		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	6.3		5.7		5.5		5.3		5.2		5.2		4.7		4.4		3.9	
	13		11		10		9		8		8		8		7		8	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.6		3.4		3.9		3.7		6.1		6.6		6.7		5.6		3.4	
	7		6		7		6		10		11		11		10		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.1	30.6	26.3	24.2	21.4	19.3	16.8	15.1	13.2	11.8	10.4	9.4	8.1	7.5

ABC TV

(1)

AVERAGE AUDIENCE { 1,680
 (Hhds (000) & %)
 SHARE AUDIENCE % 1.9
 AVG. AUD. BY 1/4 HR % 9
 % 1.9

CBS TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,860
 (Hhds (000) & %)
 SHARE AUDIENCE % 2.1
 AVG. AUD. BY 1/4 HR % 6
 % 2.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.8
 SHARE AUDIENCE % 20

SUPERSTATIONS

AVERAGE AUDIENCE 1.8
 SHARE AUDIENCE % 5

PBS

AVERAGE AUDIENCE 1.3
 SHARE AUDIENCE % 4

CABLE ORIG.

AVERAGE AUDIENCE 3.8
 SHARE AUDIENCE % 11

PAY SERVICES

AVERAGE AUDIENCE 2.9
 SHARE AUDIENCE % 9

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.1	8.2	9.9	11.6	13.4	14.8	16.1	16.7	18.0	19.4	20.4	21.2	22.3	23.0	23.2	23.6	22.9	23.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	1,050		1,680				2,820				3,100							
	1.2		1.9				3.2				3.5							
	14		16				19				17							
	1.2		1.9				3.1	3.2			3.5	3.6						

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2							FAMILY FEUD	
		690				1,670				1,770							2,800	
		0.8				1.9				2.0							3.2	
		9				12				10							14	
		0.7	0.8			1.9	1.9			2.0	2.1						3.0	3.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NBC NEWS AT SUNRISE (PAE)					TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)									SALE OF THE CENTURY (PAE)	
	1,540					3,240		3,370									2,910	
	1.7					3.7		3.8									3.3	
	22					22		18									14	
	1.5	1.9				3.7	3.7	3.8	3.7								3.2	3.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		2.1		3.6		4.7		6.0		6.8		6.2		5.8		6.2	
16		19		26		29		32		33		28		25		27	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5		0.8		1.2		1.4		1.7		2.0		1.8		1.9		1.6	
7		7		8		9		9		10		8		8		7	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.1	^	0.3	^	0.5		0.9		1.1		1.3		1.4		1.2	
1	v	1	^	2	^	3		5		5		6		6		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.4		1.6		1.9		1.9		2.4		2.8		2.9		2.9	
17		13		11		12		10		12		12		13		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8		0.7		0.8		0.9		1.1		1.3		1.4		1.5		1.4	
10		7		6		5		6		6		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.4	23.8	23.7	24.3	24.4	25.2	26.8	27.7	28.3	28.9	30.3	31.0	30.4	30.4	29.3	29.9	29.8	30.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS
M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

			3,150		2,290		2,070		3,120		6,130				6,470			
			3.6		2.6		2.3		3.5		6.9		6.5 *		7.3 *	7.3	7.2 *	7.4 *
			15		10		9		12		23		21 *		24 *	25	24 *	25 *
			3.4	3.7	2.7	2.6	2.3	2.4	3.4	3.6	6.2	6.9	7.2	7.3	7.1	7.3	7.4	7.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD
SHARKSPRICE IS
RIGHT 1PRICE IS
RIGHT 2
(PAE)← YOUNG AND THE RESTLESS → BOLD AND THE
BEAUTIFUL

← AS THE WORLD TURNS →

	2,910		4,480		5,690				6,820				4,500		5,370			
	3.3		5.1		6.4				7.7	7.4 *		7.9 *	5.1		6.1	6.0 *		6.2 *
	14		21		26				27	27 *		27 *	17		20	20 *		21 *
	3.2	3.3	4.7	5.3	6.2	6.6			7.2	7.7	8.0	7.9	5.1	5.0	5.9	6.0	6.2	6.1

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC
CONCENTRATIONWHEEL OF
FORTUNE
(PAE)WIN, LOSE OR
DRAWSUPER PASSWORD
(PAE)

SCRABBLE

← DAYS OF OUR LIVES (PAE) →

← ANOTHER WORLD (PAE) →

	3,530		4,270		3,690		2,960		4,040		6,560				4,750			
	4.0		4.8		4.2		3.3		4.6		7.4	7.2 *		7.7 *	5.4	5.5 *		5.2 *
	17		20		17		12		16		24	23 *		25 *	18	18 *		18 *
	3.8	4.1	4.7	4.9	4.1	4.3	3.2	3.4	4.4	4.7	6.9	7.3	7.8	7.7	5.5	5.4	5.2	5.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.0	29.7	30.0	30.7	30.7	32.2	33.2	34.6	35.5	36.9	38.2	40.0	45.3	46.5	47.3	48.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

6,520
7.4 7.3 * 7.4 *
25 25 * 24 *
7.2 7.4 7.4 7.4

ABC WORLD
NEWS TONIGHT

8,200
9.3
20
9.1 9.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(PAE) →

4,590
5.2 5.2 * 5.2 *
17 18 * 17 *
5.3 5.2 5.1 5.3

CBS EVENING
NEWS-RATHER

7,990
9.0
19
9.1 9.0

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA
(PAE) →

4,180
4.7 4.7 * 4.7 *
16 16 * 16 *
4.8 4.7 4.7 4.7

NBC NIGHTLY
NEWS

7,580
8.6
18
8.5 8.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.6 8.0 8.6 9.2 9.9 10.6 12.4 13.4
26 26 27 27 27 27 27 28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0 2.2 2.4 2.6 2.3 2.5 2.6 2.9
7 7 8 8 6 6 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7 0.9 0.8 0.9 0.9 1.0 1.3 1.2
2 3 3 3 2 3 3 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7 4.1 4.1 4.3 4.4 4.7 5.0 5.2
13 13 13 13 12 12 11 11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4 1.4 1.5 1.5 1.5 1.6 1.9 2.1
5 5 5 5 4 4 4 4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	7.4	8.4	9.5	11.1	13.0	15.1	17.1	18.4	20.5	22.4	23.9	24.3	25.3	25.9	26.3	26.5	27.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE
WIZARDSALL NEW POUND
PUDDLESMY PET
MONSTERFLINTSTONE
KIDSREAL
GHOSTBUSTERS IREAL
GHOSTBUSTERS IIBUGS
BUNNY/TWEETY
SHOW (B)

970	1,770	2,220	2,570	2,920	3,540	3,540
1.1	2.0	2.5	2.9	3.3	4.0	4.0
9	12	13	13	13	15	15
1.0	1.3	1.9	2.2	2.7	3.2	4.1

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY

MUPPET BABIES I

MUPPET BABIES II

MUPPET BABIES III

PEE WEE'S
PLAYHOUSE

MIGHTY MOUSE

POPEYE & SON

1,680	2,390	3,010	3,460	4,250	3,010	3,190
1.9	2.7	3.4	3.9	4.8	3.4	3.6
16	17	18	17	19	13	13
1.7	2.0	2.5	2.9	3.3	3.4	3.8

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS
(PAE)

SMURFS I

SMURFS II

SMURFS III
(PAE)ALF-SAT MORN
(PAE)ALVIN AND THE
CHIPMUNKS

FRAGGLE ROCK

1,950	2,480	3,100	3,990	4,080	4,160	3,190
2.2	2.8	3.5	4.5	4.6	4.7	3.6
18	17	18	19	19	18	13
1.9	2.5	2.7	3.4	4.3	4.7	3.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.4	2.8	3.3	3.7	4.8	5.0	5.5	5.9
29	27	23	20	19	21	20	21	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.0	1.0	1.2	1.0	1.3	1.2	1.5	1.5
12	11	8	7	5	6	5	6	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.5	0.7	0.9	1.1	1.1	1.2	1.4
1	2	4	4	5	5	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	1.9	2.3	2.9	3.7	4.2	4.1	4.4	4.6
23	21	19	18	19	18	17	17	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.2	1.4	1.9	2.3	2.5	2.6	2.9	2.9
16	13	12	12	12	11	10	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.8	27.4	27.0	27.3	27.3	27.7	27.0	27.5	28.2	29.2	29.0	29.4	29.8	30.4	30.9	31.5	32.2	32.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	BUGS BUNNY/TWEETY SHOW (1) (8)		ANIMAL CRACK- UPS		ABC NFL PRE SEASON FTBL PITTSBURGH VS NEW ORLEANS													
	3,810		2,570		5,760													
	4.3		2.9		6.5	4.4 *		5.6 *		6.5 *		7.2 *		7.3 *		7.5 *		7.3 *
	15		11		22	16 *		21 *		23 *		25 *		24 *		24 *		23 *
	4.2	4.4	3.0	2.8	4.1	4.6	5.3	5.8	6.3	6.8	7.4	6.9	7.2	7.4	7.6	7.4	7.8	6.9

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL		CBS NFL PREVIEW 69TH NFL SEASON											
	2,920		3,100		3,010										2,130			
	3.3		3.5		3.4										2.4			
	12		13		12										8	2.5 *		2.4 *
	3.2	3.5	3.4	3.6	3.3	3.4									2.6	2.4	2.3	2.5

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING													
	2,750		2,130		1,770											(1)	(2)	
	3.1		2.4		2.0													
	11		9		7													
	3.1	3.1	2.4	2.4	1.8	2.1										3.1	3.5	4.0 *

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	6.1		6.6		7.1		6.9		6.9		7.3		8.1		8.4		8.6	
	23		24		26		25		24		25		27		27		27	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.6		1.8		2.1		2.1		2.0		2.2		2.4		2.1		2.0	
	6		7		8		8		7		8		8		7		6	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.5		1.5		1.7		1.7		1.9		2.1		2.0		1.9		2.2	
	6		6		6		6		7		7		7		6		7	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.3		4.9		4.9		4.9		5.3		5.8		5.6		6.1		6.6	
	16		18		18		18		18		20		19		20		20	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.0		2.2		2.5		2.8		2.6		2.0		2.3		2.6		2.7	
	11		8		9		10		9		7		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (3:00-3:17)

(2) NBC MAJOR LEAGUE BASEBALL, N.Y. YANKEES VS CALIFORNIA, CHICAGO CUBS VS ATLANTA, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.2	33.0	33.8	34.0	33.8	34.1	34.7	36.2	37.4	38.3	38.7	38.8						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← ABC WIDE WORLD-SPORTS SAT (4:00-6:10) →																	
4,610																	
5.2	5.5 *			5.4 *		5.1 *		4.9 *									
15	17 *			16 *		15 *		14 *									
5.3	5.7	5.5		5.2	5.2	4.9	4.8	4.9	5.1								

ABC WRLD NEWS
TONIGHT-SAT

4,160
4.7
12
4.9 4.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← WORLD SERIES GOLF-NEC-SAT →																	
3,100																	
3.5	2.9 *			3.5 *		3.6 *		3.8 *									
10	9 *			10 *		11 *		11 *									
2.7	3.1	3.4		3.6	3.6	3.5	3.7	4.0									

CBS SAT. NEWS-
SCHIEFFER

5,050
5.7
14
5.8 5.7

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS CALIFORNIA CHICAGO CUBS VS ATLANTA (MULTI SEGMENT) (PAC) →																	
	4.4 *			4.1 *		4.4 *		4.6 *									
	13			12 *		13 *		13 *									
4.7	4.2	4.1		4.1	4.4	4.3	4.5	4.5	3.7								

NBC NIGHTLY
NEWS-SAT.

5,760
6.5
16
6.4 6.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.9		11.3		11.6		13.0		11.7		11.6							
30		33		34		37		31		30							

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		3.1		3.6		3.9		3.3		3.3							
8		9		11		11		9		9							

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.7		2.6		2.6		2.4		2.2							
8		8		8		7		6		6							

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3		6.2		6.1		6.0		6.1		5.5							
19		18		18		17		16		14							

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.6		2.6		3.0		2.9		2.9							
9		8		8		8		8		7							

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.9	28.4	28.9	28.9	29.0	29.2	27.9	28.7	30.0	31.6	32.2	32.7	33.0	33.2	33.1	33.4	33.6	34.3

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	3,280				1,150													
%	3.7	3.4 *		3.9 *	1.3													
%	13	12 *		14 *	5													
%	3.4	3.5	3.8	3.9	1.2	1.4												

COCA-COLA: OLYMPIC TRIALS
(3:00-4:30)

3,100																		
3.5	2.8 *																3.6 *	
10	8 *																11 *	
2.6	3.0														3.5		3.8	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%**NBC TV**

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.9		11.0		11.4		10.3		11.7		12.2		12.5		12.7		12.6		
39		38		39		36		38		38		38		38		37		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.9		3.7		3.1		3.8		3.7		3.7		3.9		3.9		
12		13		13		11		12		11		11		12		12		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		1.5		1.6		1.4		1.5		1.4		1.5		1.6		1.5		
6		5		5		5		5		4		5		5		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		5.6		6.0		6.2		6.3		5.8		5.1		6.0		6.8		
19		19		21		22		20		18		15		18		20		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		3.9		2.9		3.0		3.3		4.0		4.0		2.8		2.7		
13		13		10		11		11		12		12		8		8		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	35.7	36.1	36.4	36.5	36.4	36.9	37.4	38.7	41.4	42.7	43.0	44.0						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

COCA-COLA OLYMPIC
TRIALS
(3:00-4:30)

U.S. AMATEUR GOLF CHAMP.

ABC WRLD NEWS
TONIGHT-SUN

		1,770									5,400						
	4.0	* 2.0		2.1	*		1.9	*		2.1	*						
	11	* 5		6	*		5	*		5	*						
	4.1	3.8	2.3	1.9	2.0	1.8	2.0	2.2			6.0	6.2					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WORLD SERIES GOLF-NEC-SUN
(4:00-7:09)(PAE)

4,520																	
5.1	3.5	*		3.5	*		4.3	*		5.6	*		5.8	*		6.6	*
13	10	*		10	*		12	*		15	*		14	*		15	*
3.6	3.5	3.4	3.5	3.7	4.9	5.2	5.9	5.7	5.8	6.3	6.9						

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SPORTSWORLD

NBC NIGHTLY
NEWS-SUN

4,250													7,620				
4.8	4.4	*		4.8	*		5.3	*					8.6				
13	12	*		13	*		14	*					19				
4.0	4.7	4.8	4.9	5.0	5.5						8.8	8.4					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7		13.3		12.9		12.3		11.7		12.2
38		37		35		32		28		28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.3		3.3		2.6		2.6		2.4
11		9		9		7		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.1		2.3		2.4		1.8		1.7
5		6		6		6		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.4		7.9		7.4		7.4		6.9		6.8
21		22		20		19		16		16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.7		3.7		4.0		4.3		3.9
9		10		10		10		10		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.